

Volume I

A STUDY AMONG

PARLIAMENT SMOKERS AND

SMOKERS OF OTHER

FILTER TIP BRANDS

APRIL 1956

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EMOROPPER AND ASSOCIATES

PHILIP MORRIS INCORPORATED  
INTER-OFFICE CORRESPONDENCE  
100 Park Avenue, N.Y. 17, N.Y.

To: Dr. R. N. DuPuis  
From: George Weissman  
Subject: New Parliament Study by Elmo Roper

Date: August 3, 1956

Attached is your copy of the large study which we undertook in connection with New Parliament.

Your attention is invited to the section entitled "Discussion".

In our view the following points are the crucial ones:

With Respect to New Parliament

The survey confirms that the most promising of the alternatives tested is the blue package with the recessed cigarettes at the 2¢ premium. This is undoubtedly the most important conclusion of the survey.

The survey indicates that the old Parliament had a very high-grade reputation among both its own smokers and among the smokers of other brands, with its main stated weakness - price.

With Respect to Marlboro

The survey indicates that:

1. Among filter tip smokers Marlboro has an outstanding reputation for good flavor, equalled only by Winston.
2. The surface design and structure of the Marlboro box are extremely well regarded even by non-Marlboro smokers. If the box puts a ceiling on the brand, such a ceiling would seem to be very far above its present volume.
3. There is a suggestion, but by no means proof, that the 80mm. length is not necessarily an asset among king size smokers.
4. If Marlboro has any other weaknesses that would put a ceiling on its market share, it would appear that they must lie in the area of brand personality.

With Respect to Philip Morris

The possibility is reintroduced that a "product acceptability" problem may have been a major cause of the inability of the Philip Morris brand to hold its share of its market during the last few years. During the

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Mayfair period Philip Morris has again demonstrated its ability to attract more than its share of "triers" and its relative weakness in retaining its smokers. The package change was favorably received, 9-1, and the blend change, less noticed, by 3-1.

General

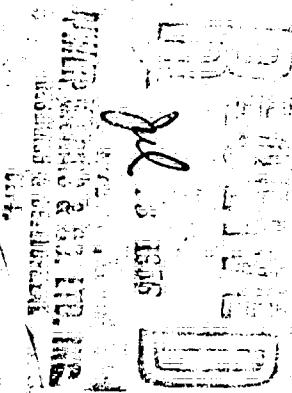
The survey points up the fact that the powerful stimulus to the filter tip market is being created by the emergence of filter tips from a specialized metropolitan, sophisticated market to a broad national market encompassing all segments of the population as to geographical area, sex, race and economic groupings. The survey, although conducted primarily in urban areas, reflects very well the percentages of total industry enjoyed by Regular, King Size and Filter Tip cigarettes as shown through our sales statistics.

Another implication of the survey, which will bear very close watching, particularly in relationship to New Parliament, is the fact that possible variations in price may enhance the salability of a product. In relation to this, it should be borne in mind that the greatest period of growth for the Philip Morris brand was during the depression years when it had a price differential. This is not meant as an absolute statement, but rather, as yet, an unproved hypothesis that may have implications of importance for the future.

*George Weissman*  
George Weissman

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A STUDY AMONG  
PARLIAMENT SMOKERS AND  
SMOKERS OF OTHER  
FILTER TIP BRANDS

Volume I

**Questionnaires**

**Discussion**

Tabulations of questions on present  
brand of all smokers, occasionally  
purchased brands, and questions  
asked of non-filter tip smokers

*Prepared for*

PHILIP MORRIS, INC.

*April 1956*

Copy No. 22

ELMO ROPER AND ASSOCIATES

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**PURPOSE OF SURVEY**

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## PURPOSE OF THE SURVEY

Although this was basically a study of the filter-tip market, with special reference to the Parliament brand, the over-all design included a variety of purposes which concerned different groups of smokers. The areas covered with the different groups included in our total sample of respondents, were as follows:

### Among all smokers:

- (a) The brand they now smoke.
- (b) Brands smoked as an occasional brand, with special reference to mentholated cigarettes and Parliaments as occasional brands.

### Among non-filter-tip smokers:

- (a) Recent changes in brand smoked.
- (b) The effect of Philip Morris' package and blend changes on smoking the brand, and on attitudes toward the brand.

### Among Parliament smokers:

- (a) The types of people who smoke Parliament.
- (b) Their attitudes toward their own brand as compared to attitudes toward other brands of filter tips.
- (c) How long they have been smoking Parliament and what other brands they have smoked.

### Among Marlboro smokers:

- (a) The types of people who smoke Marlboros.
- (b) Their satisfaction with the brand and attitudes toward specific features of the brand.
- (c) The sources from which Marlboro is drawing its smokers.

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Among smokers of filter-tip brands other than Parliament

and Marlboro:

- (a) The brands they now smoke and have smoked in the past.
- (b) Their reasons for smoking them, and for switching from brand to brand.
- (c) Their attitudes toward Parliament and Marlboro, and their reasons for not trying or not smoking them as a regular brand.

Among all filter-tip smokers:

- (a) Their preference among different types of test Parliaments:
  - (1) As to a premium price of either 2¢, 4¢ or 7¢ (the same price as existing Parliaments);
  - (2) As to a Molins-type box with either a blue or a red version of a new design, or an adaptation of the existing design;
  - (3) As to a flush or a recessed filter.
- (b) Their interest in the new Parliament as compared to the cigarettes they usually smoke.

Essentially, however, the study was concerned with the Parliament brand, its personality, its smokers, and its potential smokers, both in its original form and in the new form which was being test marketed.

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HOW THE SURVEY  
WAS CONDUCTED

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HOW THE SURVEY WAS CONDUCTED

Since, as outlined in The Purpose, this study actually consisted of a number of different sections, the various parts of the study were handled in somewhat different ways.

THE SAMPLE

The sample consisted of three basic groups:

I. A cross section of 9600 adults in non-rural areas, of the age of 18 years and over, distributed by size of place and geographic area in accordance with the distribution of the total population. Controls were assigned in each quota for sex, age, economic level, employed females and factory labor.

From this group we got our cross-section sample of smokers, and specifically filter-tip smokers. The figure of 9600 for the total cross-section sample was based on an estimate that, at the time of interviewing, 1 out of 8 adults would be filter-tip smokers. This rate would then give us the total of 1200 filter-tip smokers needed for adequate breakdowns. Our final figures showed 1522 out of the total of 9564 interviewed to be filter-tip smokers, a yield of roughly 2 per cent more than our estimate.

II. 1200 Parliament smokers. Seventy-five per cent of these interviews were distributed in major cities in accordance with their percentages of total Parliament sales, cumulated in units of 15 interviews per quota. The remaining 25 per cent were distributed at random among the balance of the 53 cities where Parliament was advertised. While the sample is representative of the geographic distribution of Parliament smokers as a whole, and is to some extent representative of their distribution by size of town of residence, it is not however a representative cross section of Parliament smokers as to age, sex, etc., as is the cross section of smokers of all filter brands.

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We felt that since Parliament was a premium-priced brand, and since Parliament smokers were relatively rare, they would be more likely to be recognized individuals at points of supply. We therefore instructed interviewers to get names of Parliament smokers from retail tobacco outlet clerks, from restaurants, country clubs, etc. The restriction we placed on this method was that at the time of interview the Parliament smoker should not know that we were interested in only Parliament smokers for this section of the sample. This knowledge would have led to the realization that the study was being done for the Parliament brand, and would thereby have biased their answers to many of the questions we wanted to ask preliminary to giving them cigarettes for testing.

III. An over-sample of Marlboro smokers. Although the method used to get these Marlboro smokers and the conditions imposed were the same as those used to get Parliament smoker respondents, the assignment of the Marlboro over-sample quota was different. Parliament over-sample quotas were assigned to particular interviewers in particular markets. In contrast, the Marlboro over-sample was obtained by instructing all interviewers who had cross-section quotas to get two more Marlboro smokers for every one they picked up in their at-home interviews on their cross-section quota. Thus, while this over-sample is again representative of Marlboro smokers by geographic distribution, and is more closely representative by size of place of residence, it, like the Parliament over-sample, cannot be considered to be a representative sample of all Marlboro smokers as far as other demographic characteristics go.

#### QUESTIONNAIRES AND SAMPLE DESIGN OF PRODUCT TEST

These three groups were then handled as follows:

##### The Screen Questionnaire

All respondents were first interviewed on a screen questionnaire. In the case of the cross-section quotas, this separated cigarette smokers from others and

filter-tip smokers from other cigarette smokers. In the case of over-sample smokers, this served to check whether they really belonged in the Parliament or Marlboro over-sample. Smokers who bought 5 packs or more of Parliaments a month were treated as Parliament smokers in the product test section of the study. We felt these people were familiar enough with the brand, the package, and the cost of the cigarettes to serve our purposes for this part of the study.

All smokers were then checked as to present regular brand and brands they smoked occasionally, together with their reasons for occasional smoking of Parliaments or a mentholated brand.

All filter-tip smokers were then skipped to the filter-tip questionnaire.

Non-filter cigarette smokers picked up on cross-section quotas were asked a further series on the screen questionnaire. These were the questions on recent trying of other brands, attitudes toward Philip Morris package and blend change. An additional question was asked in two forms of matched samples: the attitude of non-filter smokers toward the availability of a filter version of (a) their own brand, and (b) Philip Morris. The interview with non-filter smokers was terminated at this point.

#### The Filter Smokers Questionnaire

This questionnaire actually consisted of two parts bound together. The first part, Questions 4 through 23, concerned the brand habits and attitudes toward other brands as well as their own, of all filter-tip smokers. The second part, Questions 24 and following, was exclusively concerned with the product test of a new type of Parliament cigarettes.

The first part was asked in essentially the same form of all filter-tip smokers, whether they were filter-tip smokers picked up in the cross section, or part of the Marlboro or Parliament over-sample. However, in the tabulations which follow, the two over-sample groups are tabulated separately, since their inclusion would naturally bias the total picture we got from the cross section of smokers of all filter-tip brands.

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There are some 14 forms of this filter-tip smokers questionnaire. The variations between the individual forms concern the product test portion of the project, Questions 24 and following, which will be discussed later.

There were, however, an A and a B form of Questions 4 through 23 which differed in the following ways: In Questions 7c and 13b, the A form of the questionnaire asked respondents about Parliaments first, whereas the B form asked about Marlboros first, to eliminate the possible bias of order of asking about the two brands. In Question 15, a word-association test, Viceroy and Winston were used for the A sample, and Kents and L & M for the B sample. Marlboro and Parliament were used for both halves of the sample. Again, in Question 16, different stereotyped personalities were used on the A form and the B form. In Question 18, we wanted to get a picture of the source and amounts of purchase of filter-tip cigarettes on all 7 days of the week. In the B form, interviewers making interviews on Monday were asked to ask about cigarette purchases on "Saturday" rather than "yesterday." Our interviewers do not customarily interview on Sunday, and therefore Saturday purchases would have been omitted if we had always asked about cigarettes purchased "yesterday."

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The Product Test.

In this section of the study, we were faced with the problem of testing a number of variations of a new type of Parliament among several different groups of people: (a) our cross section of filter-tip smokers; (b) a sufficient sample of Parliament smokers to provide adequate breakdowns on attitudes toward the individual variations of the product; and (c) an over-sample of Marlboro smokers. It was the demands of testing these variations among groups adequate to provide reliable breakdowns of attitudes toward any one variation that determined the total size and final composition of the sample. The new type of Parliament was essentially an 80-mm. length cigarette in a Molins-type box. This box is roughly the dimensions of a king-size package, but made of cardboard rather than paper. The existing Parliament had been offered in both regular 70-mm. size and king 85-mm. size, in a heavier

cardboard, sliding-drawer package which was thinner and wider than the soft paper cup package which is used for most brands of cigarettes. The existing Parliament had been selling at roughly a 7¢ premium over "popularly-priced" filter-tip brands. One of the questions we wished to investigate was the effect on the Parliament brand of a price lower than the existing Parliament price, but still above that of the popularly-priced brands. Specifically, we wished to check four price levels: popular filter price, a 2 cent premium, a 4 cent premium and existing Parliament price.

A second question concerned the type of filter tip. The existing Parliaments had a recessed filter, whereas most popular brands of filter-tip cigarettes had a flush filter, one cut off even with the end of the cigarette. We wished to investigate the relative desirability of these two types for Parliament.

Finally, there was a question of the package design, as well as the type of package. The existing Parliament package had been definitely different in design as well as type from the general run of cigarette packages, and we wanted to test the effect of a fairly radical change in this design. The new type of Parliaments were, however, quite similar to the lay observer to the Marlboro brand. They were the same length and came in the same type of box, and we therefore wanted to get the reaction of an adequate group of Marlboro smokers to the new type Parliament.

To sum up, then, the variables we wanted to check were as follows:

Price, in which the variables were:

Popular filter price (the same as Marlboro or Winston)  
versus  
either a 2 cent premium price  
or a 4 cent premium price  
or the price of existing Parliaments (7¢ in most cases)

Package:

The existing Parliament box

The Molins box with a new design in red  
with the same new design in blue  
with an adaptation of the existing Parliament  
design (in buff)

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Filter

The recessed version of the new Parliament filter

The flush version of the new Parliament filter

The existing Parliament filter

And we wanted to check these variables among (1) a cross section of smokers of all filter-tip brands (except those who smoked Parliament and Marlboro); (2) a special sample of Parliament smokers; and (3) a special sample of Marlboro smokers.

Our basic attack on this problem was to handle it by the paired comparison method. We gave each of our respondents 5 packages of each of two types of Parliament cigarettes. An exception to this rule was with the Marlboro smokers who were given 5 packs of the new type Parliament and 5 packs of Marlboro. We gave respondents 5 packs of each type because we wanted to get their reactions only after they had a chance to become familiar with the cigarette and the package. Cigarettes were given to respondents at the end of the interview on filter-tip brand habits and attitudes. We then called back approximately a week later and asked them a series of questions about which of the two types of cigarettes they had been given to test they preferred.

We were, of course, not actually asking the respondents to buy these cigarettes, and therefore the problem of price was handled by telling the respondents that one type of the packages we were giving them would sell for one price and the other type would sell for a different price. The usual approach in a comparison situation such as this is to have, on price comparisons, price the only real variable in the comparison. In other words, we would give respondents two groups of identical cigarettes, and simply quote a different price for one group than for the other. Since, however, we wanted a sizable group in each of our compared comparison cells, some 200 to 300, to provide for possible breakdowns within the cells, and since we were dealing with a total of 11 variations, we would need a minimum of 2400 filter-tip smokers in order to provide for approximately 300 in each cell. And if filter-tip smokers represent one out of 8 of the population,

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this would mean interviewing a total of 19,200 people in order to get our cross-section of filter-tip smokers. We therefore decided that we would give each respondent two variables in a pattern arranged so that one of the variables could be washed out when we wanted to look at the effect of the other one.

Thus the comparisons made by the 1200 respondents were broken down into the following cells, using the recessed filter in the blue Molins box in all cases as the "bridge."

<u>Number of respondents</u>	<u>Compared:</u>
<u>300 COMPARISON OF BLUE VERSION OF MOLINS PACKAGE DESIGN WITH RED VERSION</u>	
- BLUE AT POPULAR FILTER PRICE, RED AT HIGHER PRICES	
50	80-mm. recessed filter test Parliaments in <u>Blue</u> version of new design, priced <u>same</u> <u>as Winstons</u> to      80-mm. recessed filter test Parliaments in <u>Red</u> version of new design, priced <u>2 cents more than Winstons</u>
50	(same as above)      to      Same cigarettes as above but price was quoted at <u>4 cents more than Winstons</u>
50	(same as above)      to      Same cigarettes as above but price was quoted at <u>7 cents more than Winstons</u>
- RED AT POPULAR FILTER PRICE, BLUE AT HIGHER PRICES	
50	80-mm. recessed filter test Parliaments in <u>Blue</u> version of new design, priced at <u>2 cents more than Winstons</u> to      80-mm. recessed filter test Parliaments in <u>Red</u> version of new design and box, priced <u>same as Winstons</u>
50	Same cigarettes as above but price was quoted at <u>4 cents more than Winstons</u> to      (same as above)
50	Same cigarettes as above but price was quoted at <u>7 cents more than Winstons</u> to      (same as above)

Number of  
respondents

Compared:

300 COMPARISON OF BLUE VERSION OF MOLINS PACKAGE DESIGN WITH "BUFF"  
ADAPTATION OF EXISTING PARLIAMENT DESIGN FOR MOLINS BOX

- BLUE AT POPULAR FILTER PRICE, BUFF AT HIGHER PRICES

50      80-mm. recessed filter test  
Parliaments in Blue version  
of new design, priced  
same as Winstons      to      80-mm. recessed filter test  
Parliaments in Buff version  
of new design, priced at  
2 cents more than Winstons

50      (same as above)      to      Same cigarettes as above  
but price was quoted at  
4 cents more than Winstons

50      (same as above)      to      Same cigarettes as above  
but price was quoted at  
7 cents more than Winstons

- BUFF AT POPULAR FILTER PRICE, BLUE AT HIGHER PRICES

50      80-mm. recessed filter test  
Parliaments in Blue version  
of new design, priced at  
2 cents more than Winstons      to      80-mm. recessed filter test  
Parliaments in Buff version  
of new design and box,  
priced same as Winstons

50      Same cigarettes as above  
but price was quoted at  
4 cents more than Winstons      to      (same as above)

50      Same cigarettes as above  
but price was quoted at  
7 cents more than Winstons      to      (same as above)

\*      \*      \*      \*      \*      \*      \*

300 COMPARISON OF RECESSED FILTERS WITH FLUSH FILTERS

- RECESSED AT POPULAR FILTER PRICE, FLUSH AT HIGHER PRICES

50      80-mm. recessed filter test  
Parliaments in Blue version  
of new design, priced  
same as Winstons      to      80-mm. flush filter test  
Parliaments in Blue version  
of new design, priced at  
2 cents more than Winstons

50      (same as above)      to      Same cigarettes as above  
but price was quoted at  
4 cents more than Winstons

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Number of  
respondents

Compared:

50	(same as above)	to	Same cigarettes as above but price was quoted at <u>7 cents more than Winstons</u>
<b>- FLUSH FILTER AT POPULAR FILTER PRICE, RECESSED AT HIGHER PRICES</b>			
50	80-mm. <u>recessed</u> filter test Parliaments in Blue version of new design, priced at <u>2 cents more than Winstons</u>	to	80-mm. <u>flush</u> filter test Parliaments in Blue version of new design, priced <u>same as Winstons</u>
50	Same cigarettes as above but price was quoted at <u>4 cents more than Winstons</u>	to	(same as above)
50	Same cigarettes as above but price was quoted at <u>7 cents more than Winstons</u>	to	(same as above)

Total respondents in 2 cent, 4 cent, and 7 cent price cells - 300 each

\* \* \* \* \*

#### COMPARISON OF EXISTING PARLIAMENTS WITH NEW PARLIAMENTS

300	80-mm. recessed test Parliaments in Blue version of new design and priced <u>2 cents more than Winstons</u>	to	<u>Existing Parliaments</u> in existing design and box priced 7 cents more than Winstons
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Through this arrangement, by combining different sets of cells, we could wash out either the price difference or the package difference. This same group of cells was set up in the same quantities for the Parliament over-sample.

The second part of the questionnaire had to be printed in some 14 different forms to handle the fact that we were talking about two different types of filters, two different types of packages, and three different package designs, with smokers of Parliaments, Marlboros, and a cross section of smokers of other filter-tip brands. Although the questions in most cases are essentially the same, the actual wording had to be varied in accordance with the particular situation. In order to prevent any one interviewer's having to deal with all the different variations of the product test sample, we arranged the quota assignments so that each

1001251294

interviewer had only two different types of test Parliaments.

The interviewers assigned cross-section quotas were divided up into six groups. There were three ways in which the six groups were the same:

(1) In all quotas some respondents were given existing Parliaments, quoted at the existing Parliament price, and new Parliaments in blue packages at a price of 2 cents more than Winstons (Form OA or OB of the questionnaire);

(2) All Marlboro smokers encountered in the cross section (as well as those in the over-sample) were given existing Marlboros, quoted at the existing price, and new Parliaments in blue packages at a price of 2 cents more than Marlboros (Form MA or MB of the questionnaire);

(3) All Parliament smokers encountered in the cross section of filter-tip smokers were given existing Parliaments quoted at the existing Parliament price, and new Parliaments in blue packages at a price of 2 cents more than Winstons (Form PA or PB of the questionnaire).

It will be noted that one thing is common to all these three different types of interview, and that is that in all cases respondents were given new Parliaments in blue packages at a price of 2 cents more than Winstons. As we said above, all respondents were, in fact, given new Parliaments with recessed tips in blue packages. The pricing procedure was, however, varied as follows with other groups of respondents by setting up six types of quotas for interviewers:

Type 1 - Blue packages the same price as Winstons; red packages at either 2¢, 4¢ or 7¢ more than Winstons (Form XA-1 of the questionnaire).

Type 2 - Red packages at the same price as Winstons; blue packages at either 2¢, 4¢ or 7¢ more than Winstons (Form XB-2).

Type 3 - Blue packages at the same price as Winstons; buff packages at either 2¢, 4¢ or 7¢ more than Winstons (Form XA-3).

Type 4 - Buff packages at the same price as Winstons; blue packages at either 2¢, 4¢ or 7¢ more than Winstons (Form XB-4).

1001251295

Type 5 - Blue packages with recessed tips and blue packages with flush tips; those with flush tips priced at 2¢, 4¢ or 7¢ more than Winstons (Form XA-5).

Type 6 - Blue packages with recessed tips and blue packages with flush tips, with the recessed tips priced at either 2¢, 4¢ or 7¢ more than Winstons, and the flush tips at the popular filter price (Form XB-6).

The Parliament quotas were divided up in the same way, except of course that there were no Marlboro samples in these quotas. There were special questionnaires, however, for all Parliament smokers. These are the blue forms of the questionnaire, and are as follows: Form PA or PB for the comparison of existing Parliaments in blue packages with recessed tips at a price of 2¢ more than Winstons; Forms PA-1, PB-2, PA-3, PB-4, PA-5, and PB-6 corresponding to the XA-1, etc., forms of the questionnaire as far as the cigarettes given out and the price quoted. The quota assignments were arranged by geographic area and size of place within geographic area, and then these six groups were distributed at random through the total quota assignments so as to insure distribution by geographic area and size of place for any one individual cell.

All quotas were made up in units of 64 interviews which, according to our one-out-of-eight estimate of the percentage of filter-tip smokers in the adult population, would give 8 interviews with filter-tip smokers. When the requirements for proper distribution of a 9600 cross section made it necessary, we split these 64 interviews among two or more towns. And of course in other cases the proper distribution of the cross section required a few more or less than this number of 64.

As will be noticed in the composition of the six groups listed above, while any one interviewer was only dealing with two types of test cigarettes, she had to quote different prices to different respondents, and she had to give 5 packages of existing Parliaments and 5 packages of one type of test Parliaments to certain respondents.

All Marlboro smokers were given 5 packages of one type of test Parliaments

and 5 packages of Marlboros. This latter group posed no complications. The same type of cigarettes--80-mm. recessed test Parliaments in the blue version of the new design in the new type package, quoted at 2¢ more than Marlboros, plus 5 packages of Marlboros--were given to all Marlboro smokers.

With smokers of other brands, however, the fact that some respondents were given test Parliaments and existing Parliaments, and other respondents were quoted different prices from one interview to the next, posed several complications. One was that we could not actually tell just how many filter-tip smokers any one interviewer would meet in interviewing 64 respondents. If all interviewers were to quote a 2¢ differential in their first interview, and a 4¢ differential in their second interview, etc., it might well be that the varying number of filter-tip smokers occurring in different interviewers' quotas would result in one cell being over-represented and another cell being under-represented. We provided for this problem by (1) rotating the starting price differential order and the type of cigarettes given out from interviewer to interviewer, and (2) providing each interviewer with extra questionnaires and extra cigarettes in case she ran over our estimate of filter-tip smokers.

In all cases, the actual price quoted to the respondents was the price which would obtain in their area. Interviewers were instructed to find out the price of Winstons and Marlboros in their area, and the average price of Parliaments, and fill these actual prices in in blanks provided in the questionnaires, so that they would say, for example: "Here are some cigarettes we'd like you to test. The ones in blue packages would sell for 26¢, the same price as Winstons or Marlboros, while the ones in red packages would sell for 28¢" (if she were quoting the 2¢ price differential to that particular respondent). The 7¢ differential was again always quoted as an actual price, and followed by the phrase, "the same price as present Parliaments."

**1001751797**

These same systems of rotation of questionnaires were used for the Parliament over-sample. In this case, however, we did not have to allow for any

verage of cigarettes, because we did not have to base our shipment of cigarettes on an estimate of the number of Parliament smokers they would meet--they were assigned a specific number.

In both groups, interviewers were instructed to insert the actual prices they were going to quote in the questionnaires, and arrange the questionnaires in the order in which they were to be used (the order in which they were supposed to quote the price differential of 2¢, 4¢ or 7¢ with successive respondents). This distribution of respondents into this large number of cells by splitting up the cells into six different groups and providing for rotation of cells within the group resulted in cells in the cross-section quite evenly matched as far as numbers go. And while the factual characteristics of the respondents do vary from cell to cell (see Distribution of Respondents in Volume III of report), several tests of the possible effect of these differences produced no significant variance.

Interviewing started on March 19 and the majority of it, including the callbacks, was completed by April 21, although some quotas were delayed in starting, and were not completed until April 28.

1001251298

QUESTIONNAIRES

1001751799

Job No. 861 March, 1956 Place \_\_\_\_\_

Screen Interview

A 13404

1. We're making a survey of cigarette smoking. Do you now ever smoke cigarettes?

Yes \_\_\_\_\_ 11-1 (Ask 2)

No \_\_\_\_\_ 2 } (SKIP TO FACTUAL)  
Don't know \_\_\_\_\_ 3

2. What brand do you smoke most often?

	2	3
Camel	12-1	16-1
Cavalier	2	2
Chesterfield (Reg.)	3	3
Chesterfield (King)	4	4
Du Maurier (Filter)	5	5
Dunhill	6	6
Encore (Filter)	7	7
Herbert Tareyton	8	8
Herbert Tareyton (Filter)	9	9
Kent (Reg.) (Filter)	0	0
Kent (King) (Filter)	X	X
Kool (Reg.)	13-1	17-1
Kool (King)	2	2
L & M (Filter)	3	3
Lucky Strike	4	4
Marlboro (Filter)	5	5
Old Gold (Reg.)	6	6
Old Gold (King)	7	7
Old Gold (Filter)	8	8
Pall Mall	14-1	18-1
Parliament (Reg.) (Filter)	2	2
Parliament (King) (Filter)	3	3
Philip Morris (Reg.)	4	4
Philip Morris (King)	5	5
Raleigh (Reg.)	6	6
Raleigh (King)	7	7
Regent	8	8
Regent (Filter)	9	9
Sano	0	0
Sano (Filter)	X	X
Spud	15-1	19-1
Viceroy (Reg.) (Filter)	2	2
Viceroy (King) (Filter)	3	3
Vogue (Filter)	4	4
Winston (Filter)	5	5
Other filter	6	6
Filter but no reg. brand	7	7
Other non-filter	8	8
No reg. brand	9	9
Don't know	0	0

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Yes \_\_\_\_\_ 20-1 (RECORD BRAND ABOVE)

No \_\_\_\_\_ 2 } (SKIP TO INSTRUCTION)

Don't know \_\_\_\_\_ 3

3b. Why do you like to smoke (Parliaments, Kools, Spuds) now and then?

Parliaments

21-

22-

Don't know 22-Y

Kools

23-

24-

Don't know 24-Y

Spuds

25-

26-

Don't know 26-Y

c. Why don't you smoke them as your regular brand?

Parliaments

27-

28-

Don't know 28-Y

Kools

29-

30-

Don't know 30-Y

Spuds

31-

32-

Don't know 32-Y

d. On the average, how many packs of (Parliaments, Kools, Spuds) do you smoke in a month?

	Parliaments	Kools	Spuds
Less than 1 pack	33-1	34-1	35-1
1 - 2 packs	2	2	2
3 - 5 packs	3	3	3
6 packs or more	4	4	4
Don't know	5	5	5

IF USUAL BRAND IS FILTER-TIP, SKIP TO:

BLUE FORM IF PARLIAMENT SMOKER.

PINK FORM IF MARLBORO SMOKER.

WHITE FORM IF OTHER FILTER SMOKER.

IF USUAL BRAND IS NOT FILTER, CONTINUE ON THIS FORM

1001251800

1001251801

**X4a. How long have you been smoking (brand in 2)?**

Less than 3 months	36-1
3 mos. to less than 6 mos.	2
6 mos. to 1 year	3
Over 1 year	4
Don't know	5

(Ask b)

(Skip to 5)

**b. What brand did you smoke most often before you started smoking (brand in 2)?**

Camel	37-1	Pall Mall	39-1
Cavalier	2	Parliament (Reg.)	2
Chesterfield (Reg.)	3	Parliament (King)	3
Chesterfield (King)	4	(Filter)	
DuMaurier (Filter)	5	Philip Morris (Reg.)	4
Dunhill	6	Philip Morris (King)	5
Encore (Filter)	7	Raleigh (Reg.)	6
Herbert Tareyton	8	Raleigh (King)	7
Herbert Tareyton (Filter)	9	Regent	8
Kent (Reg.) (Filter)	0	Regent (Filter)	9
Kent (King) (Filter)	X	Sano	0
Kool (Reg.)	38-1	Sano (Filter)	X
Kool (King)	2	Spud	40-1
L & M (Filter)	3	Vogue (Filter)	4
Lucky Strike	4	Winston (Filter)	5
Marlboro (Filter)	5	Other filter	6
Old Gold (Reg.)	6	Filter but no regular brand	7
Old Gold (King)	7	Other non-filter	8
Old Gold (Filter)	8	No reg. brand	9

**X4c. Why did you switch to (brand in 4) from (brand in 2)?**

41-

42-

Don't know 42-Y

**X5a. Here is a list of popular brands of cigarettes. (HAND RESPONDENT GRAY CARD). As far as you know, has the blend of tobaccos in any of these brands been changed in the last 6 or 8 months? (If "yes") Which ones?**

Yes:	Camels	43-1
	Cavalier	2
	Chesterfield	3
	Lucky Strike	4
	Philip Morris	5
	Raleigh	6

No, none have changed 7 (Skip to 6)  
Don't know 8

**b. (ASK FOR EACH CHANGED IN X5a) Do you like the new blend better, about the same, or not as well as the old blend, or haven't you tried it?**

	Better	Same	Not as well	Haven't tried	Don't know
Camels	44-1	2	3	4	5
Cavalier	45-1	2	3	4	5
Chesterfield	46-1	2	3	4	5
Lucky Strike	47-1	2	3	4	5
Philip Morris	48-1	2	3	4	5
Raleigh	49-1	2	3	4	5

**X6a. As far as you have seen, has the package design of any of these brands been changed in the last 6 or 8 months? (If "yes") Which ones?**

Yes:	Camels	50-1
	Cavalier	2
	Chesterfield	3
	Lucky Strike	4
	Philip Morris	5
	Raleigh	6

No, none have changed 7 (Skip to 7)  
Don't know 8

**b. (ASK FOR EACH CHANGED IN X6a) Would you say you like the new package design better than the old package design, about the same as the old package design, or not as well as the old package design?**

	Better	Same	Not as well	Don't know
Camels	51-1	2	3	4
Cavalier	52-1	2	3	4
Chesterfield	53-1	2	3	4
Lucky Strike	54-1	2	3	4
Philip Morris	55-1	2	3	4
Raleigh	56-1	2	3	4

X7a. Have you tried any brand in the last 6 or 8 months that you don't usually smoke? Any others?

Camel	57-1	Pall Mall	59-1
Cavalier	2	Parliament (Reg.)	2
Chesterfield (Reg.)	3	(Filter)	2
Chesterfield (King)	4	Parliament (King)	3
DuMaurier (Filter)	5	Philip Morris (Reg.)	4
Dunhill	6	Philip Morris (King)	5
Encore (Filter)	7	Raleigh (Reg.)	6
Herbert Tareyton	8	Raleigh (King)	7
Herbert Tareyton (Filter)	9	Regent	8
Kent (Reg.) (Filter)	0	Regent (Filter)	9
Kent (King) (Filter)	X	Sano	0
Kool (Reg.)	58-1	(Skip) Sano (Filter)	X
Kool (King)	2	Spud	60-1
L & M (Filter)	3	Viceroy (Reg.)	2
Lucky Strike	4	(Filter)	2
Marlboro (Filter)	5	Viceroy (King)	3
Old Gold (Reg.)	6	(Filter)	3
Old Gold (King)	7	Vogue (Filter)	4
Old Gold (Filter)	8	Winston (Filter)	5
		Other filter	6
		Filter but no reg. brand	7
		Other non-filter	8
		No reg. brand	9
		None or don't know	0

b. We're interested in why people try different brands and how they feel about them. For example, why did you try Philip Morris?

61-

62-

c. Do you happen to remember about how long ago that was?

63-

d. Why didn't you continue to smoke Philip Morris as a regular brand?

64-

65-

e. How long did you smoke Philip Morris altogether?

Just once	66-1
2-3 days	2
4 days-1 week	3
Over 1 week-2 weeks	4
Over 2 weeks-less than month	5
Month or more	6
Don't know	7

X8a. Have you noticed any cigarette advertising recently that you particularly liked? (If "yes") For what brand?

Yes:	a.	b.	c.	Yes:
				Liked
Camel	67-1	69-1	71-1	
Chesterfield	2	2	2	
Herbert Tareyton	3	3	3	
Kent	4	4	4	
L & M	5	5	5	
Lucky Strike	6	6	6	
Marlboro	7	7	7	
Old Gold	8	8	8	
Parliament	68-1	70-1	72-1	
Pall Mall	2	2	2	
Philip Morris	3	3	3	
Viceroy	4	4	4	
Winston	5	5	5	
Other	6	6	6	
No, haven't seen any	7	7	7	
Don't know	8	8	8	

b. Have you noticed any cigarette advertising recently you particularly dislike? (If "yes") For what brand? (RECORD ABOVE)

c. Have you noticed any cigarette advertising recently that caused you to want to try the brand? (If "yes") For what brand? (RECORD ABOVE)

X9. If Philip Morris came out with a filter tip Philip Morris in addition to the present non-filter Philip Morris, what would your reaction be?

73-

74-

Don't know 74-Y

X10. (IF HAS TRIED A BRAND OTHER THAN PHILIP MORRIS IN X7a) Why hasn't Philip Morris been one of the brands you tried recently?

75-

76-

Don't know 76-Y

1001751802

**IF EVER SMOKES KOOL OR SPUDS IN QUES. 2 & 3 GET NAME AND ADDRESS:**

Name \_\_\_\_\_

Street \_\_\_\_\_

Town \_\_\_\_\_

Date of Interview \_\_\_\_\_

**FACTUAL**

**Sex:**

Male \_\_\_\_ 77-1

Female \_\_\_\_ 2

**Age:**

18-24 \_\_\_\_ 77-3

25-34 \_\_\_\_ 4

35-49 \_\_\_\_ 5

50 & over \_\_\_\_ 6

**Economic level:**

A \_\_\_\_ 77-7

B \_\_\_\_ 8

C \_\_\_\_ 9

D \_\_\_\_ 0

**Race:**

White \_\_\_\_ 77-X

Negro \_\_\_\_ Y

**Occupation:**

Executive and  
professional \_\_\_\_ 78-1

Small business  
proprietor \_\_\_\_ 2

White collar \_\_\_\_ 3

Personal service  
and protective \_\_\_\_ 4

Factory labor \_\_\_\_ 5

Non-factory labor \_\_\_\_ 6

Farm proprietor \_\_\_\_ 7

Farm labor \_\_\_\_ 8

Housewife \_\_\_\_ 9

Other \_\_\_\_ 0

**Not completed:**

Non-English  
speaking \_\_\_\_ 78-X

Refused due to non-  
interest at  
Question # \_\_\_\_ Y  
(write in)

Interviewer's Initials \_\_\_\_\_

1001751803

Job No. 861 March, 1956 Place

Screen Interview

B 11362

1. We're making a survey of cigarette smoking. Do you now ever smoke cigarettes?

Yes 11-1 (Ask 2)

No 2 } (SKIP TO FACTUAL)

Don't know 3

2. What brand do you smoke most often?

2 3

Camel	12-1	16-1
Cavalier	2	2
Chesterfield (Reg.)	3	3
Chesterfield (King)	4	4
Du Maurier (Filter)	5	5
Dunhill	6	6
Encore (Filter)	7	7
Herbert Tareyton	8	8
Herbert Tareyton (Filter)	9	9
Kent (Reg.) (Filter)	0	0
Kent (King) (Filter)	X	X
Kool (Reg.)	13-1	17-1
Kool (King)	2	2
L & M (Filter)	3	3
Lucky Strike	4	4
Marlboro (Filter)	5	5
Old Gold (Reg.)	6	6
Old Gold (King)	7	7
Old Gold (Filter)	8	8
Pall Mall	14-1	18-1
Parliament (Reg.) (Filter)	2	2
Parliament (King) (Filter)	3	3
Philip Morris (Reg.)	4	4
Philip Morris (King)	5	5
Raleigh (Reg.)	6	6
Raleigh (King)	7	7
Regent	8	8
Regent (Filter)	9	9
Sano	0	0
Sano (Filter)	X	X
Spud	15-1	19-1
Viceroy (Reg.) (Filter)	2	2
Viceroy (King) (Filter)	3	3
Vogue (Filter)	4	4
Winston (Filter)	5	5
Other filter	6	6
Filter but no reg. brand	7	7
Other non-filter	8	8
No reg. brand	9	9
Don't know	0	0

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Yes 20-1 (RECORD BRAND ABOVE)

No 2 } (SKIP TO INSTRUCTION)

Don't know 3

3b. Why do you like to smoke (Parliaments, Kools, Spuds) now and then?

Parliaments

21-

22-

Don't know 22-Y

Kools

23-

24-

Don't know 24-Y

Spuds

25-

26-

Don't know 26-Y

c. Why don't you smoke them as your regular brand?

Parliaments

27-

28-

Don't know 28-Y

Kools

29-

30-

Don't know 30-Y

Spuds

31-

32-

Don't know 32-Y

d. On the average, how many packs of (Parliaments, Kools, Spuds) do you smoke in a month?

	Parliaments	Kools	Spuds
Less than 1 pack	33-1	34-1	35-1
1 - 2 packs	2	2	2
3 - 5 packs	3	3	3
6 packs or more	4	4	4
Don't know	5	5	5

IF USUAL BRAND IS FILTER-TIP, SKIP TO:

BLUE FORM IF PARLIAMENT SMOKER.

PINK FORM IF MARLBORO SMOKER.

WHITE FORM IF OTHER FILTER SMOKER.

IF USUAL BRAND IS NOT FILTER, CONTINUE ON THIS FORM

1001251804

1001251805

**X4a. How long have you been smoking (brand in 2)?**

Less than 3 months	36-1
3 mos. to less than 6 mos.	2
6 mos. to 1 year	3
Over 1 year	4
Don't know	5

(Skip to 5)

**b. What brand did you smoke most often before you started smoking (brand in 2)?**

Camel	37-1	Pall Mall	39-1
Cavalier	2	Parliament (Reg.)	1
Chesterfield (Reg.)	3	Parliament (King)	2
Chesterfield (King)	4	(Filter)	3
DuMaurier (Filter)	5	Philip Morris (Reg.)	4
Dunhill	6	Philip Morris (King)	5
Encore (Filter)	7	Raleigh (Reg.)	6
Herbert Tareyton	8	Raleigh (King)	7
Herbert Tareyton (Filter)	9	Regent	8
Kent (Reg.) (Filter)	0	Regent (Filter)	9
Kent (King) (Filter)	X	Sano	0
Kool (Reg.)	38-1	Sano (Filter)	X
Kool (King)	2	Spud	40-1
L & M (Filter)	3	Vogue (Filter)	4
Lucky Strike	4	Winston (Filter)	5
Marlboro (Filter)	5	Other filter	6
Old Gold (Reg.)	6	Filter but no regular brand	7
Old Gold (King)	7	Other non-filter	8
Old Gold (Filter)	8	No reg. brand	9
		Don't know	0

**X4c. Why did you switch to (brand in 4) from (brand in 2)?**

41-

42-

Don't know 42-Y

**X5a. Here is a list of popular brands of cigarettes. (HAND RESPONDENT GRAY CARD) As far as you know, has the blend of tobaccos in any of these brands been changed in the last 6 or 8 months? (If "yes") Which ones?**

Yes:	Camels	43-1
	Cavalier	2
	Chesterfield	3
	Lucky Strike	4
	Philip Morris	5
	Raleigh	6

No, none have changed 7  
(Skip to 6)  
Don't know 8

**b. (ASK FOR EACH CHANGED IN X5a) Do you like the new blend better, about the same, or not as well as the old blend, or haven't you tried it?**

	Better	Same	Not as well	Haven't tried	Don't know
Camels	44-1	2	3	4	5
Cavalier	45-1	2	3	4	5
Chesterfield	46-1	2	3	4	5
Lucky Strike	47-1	2	3	4	5
Philip Morris	48-1	2	3	4	5
Raleigh	49-1	2	3	4	5

**X6a. As far as you have seen, has the package design of any of these brands been changed in the last 6 or 8 months? (If "yes") Which ones?**

Yes:	Camels	50-1
	Cavalier	2
	Chesterfield	3
	Lucky Strike	4
	Philip Morris	5
	Raleigh	6

No, none have changed 7  
(Skip to 7)  
Don't know 8

**b. (ASK FOR EACH CHANGED IN X6a) Would you say you like the new package design better than the old package design, about the same as the old package design, or not as well as the old package design?**

	Better	Same	Not as well	Don't know
Camels	51-1	2	3	4
Cavalier	52-1	2	3	4
Chesterfield	53-1	2	3	4
Lucky Strike	54-1	2	3	4
Philip Morris	55-1	2	3	4
Raleigh	56-1	2	3	4

100251806

X7a. Have you tried any brand in the last 6 or 8 months that you don't usually smoke? Any others?

Camel	57-1	Pall Mall	59-1
Cavalier	2	Parliament (Reg.)	{ (Skip (Filter)     2     to 8) Parliament (King)
Chesterfield (Reg.)	3	(Filter)     3	
Chesterfield (King)	4	Philip Morris (Reg.)	{ (Ask Philip Morris (King)     5     b)
DuMaurier (Filter)	5	Raleigh (Reg.)	6
Dunhill	6	Raleigh (King)	7
Encore (Filter)	7	Regent	8
Herbert Tareyton	8	Regent (Filter)	9
Herbert Tareyton (Filter)	9	Sano	0
Kent (Reg.) (Filter)	0	(Skip Sano (Filter)	X
Kent (King) (Filter)	X	Spud	60-1
Kool (Reg.)	58-1	Viceroy (Reg.)	
Kool (King)	2	(Filter)     2	
L & M (Filter)	3	Viceroy (King)	{ (Skip (Filter)     3     to 8)
Lucky Strike	4	Vogue (Filter)	4
Marlboro (Filter)	5	Winston (Filter)	5
Old Gold (Reg.)	6	Other filter	6
Old Gold (King)	7	Filter but no reg. brand	7
Old Gold (Filter)	8	Other non-filter	8
		No reg. brand	9
		None or don't know	0

b. We're interested in why people try different brands and how they feel about them. For example, why did you try Philip Morris?

61-

62-

c. Do you happen to remember about how long ago that was?

63-

d. Why didn't you continue to smoke Philip Morris as a regular brand?

64-

65-

e. How long did you smoke Philip Morris altogether?

Just once	66-1
2-3 days	2
4 days-1 week	3
Over 1 week-2 weeks	4
Over 2 weeks-less than month	5
Month or more	6
Don't know	7

X8a. Have you noticed any cigarette advertising recently that you particularly liked? (If "yes") For what brand?

Yes:	a. Liked	b. Disliked	c. Wanted to try
Camel	67-1	69-1	71-1
Chesterfield	2	2	2
Herbert Tareyton	3	3	3
Kent	4	4	4
L & M	5	5	5
Lucky Strike	6	6	6
Marlboro	7	7	7
Old Gold	8	8	8
Parliament	68-1	70-1	72-1
Pall Mall	2	2	2
Philip Morris	3	3	3
Viceroy	4	4	4
Winston	5	5	5
Other	6	6	6
No, haven't seen any	7	7	7
Don't know	8	8	8

b. Have you noticed any cigarette advertising recently you particularly dislike? (If "yes") For what brand? (RECORD ABOVE)

c. Have you noticed any cigarette advertising recently that caused you to want to try the brand? (If "yes") For what brand? (RECORD ABOVE)

X9. If (regular brand) came out with a filter tip (regular brand) in addition to the present non-filter (regular brand) what would your reaction be?

73-

74-

Don't know ..... 74-Y

X10. (IF HAS TRIED A BRAND OTHER THAN PHILIP MORRIS IN X7a) Why hasn't Philip Morris been one of the brands you tried recently?

75-

76-

Don't know ..... 76-Y

**IF EVER SMOKES KOOL OR SPUDS IN QUES. 2 & 3 GET NAME AND ADDRESS:**

Name: \_\_\_\_\_

Street: \_\_\_\_\_

Town: \_\_\_\_\_

Date of Interview: \_\_\_\_\_

**FACTUAL**

Sex:

Male \_\_\_\_ 77-1

Female \_\_\_\_ 2

Occupation:

Executive and  
professional \_\_\_\_ 78-1

Small business  
proprietor \_\_\_\_ 2

White collar \_\_\_\_ 3

Personal service  
and protective \_\_\_\_ 4

Factory labor \_\_\_\_ 5

Non-factory labor \_\_\_\_ 6

Farm proprietor \_\_\_\_ 7

Farm labor \_\_\_\_ 8

Housewife \_\_\_\_ 9

Other \_\_\_\_ 0

Age:

18-24 \_\_\_\_ 77-3

25-34 \_\_\_\_ 4

35-49 \_\_\_\_ 5

50 & over \_\_\_\_ 6

Economic level:

A \_\_\_\_ 77-7

B \_\_\_\_ 8

C \_\_\_\_ 9

D \_\_\_\_ 0

Race: Not completed:

White \_\_\_\_ 77-X

Negro \_\_\_\_ Y

Non-English  
speaking \_\_\_\_ 78-X

Refused due to non-  
interest at  
Question # \_\_\_\_ Y

(write in)

Interviewer's Initials: \_\_\_\_\_

1001251802

**XA1**  
**XA3**

Job No. 861 March, 1956 Number \_\_\_\_\_ Place \_\_\_\_\_

Screen Interview No. \_\_\_\_\_

FOR PINK AND BLUE QUESTIONNAIRES ONLY: **CROSS-SECTION** 10-1 **OVERSAMPLE** 2

4. How long ago did you first start to smoke filter tips regularly?

- Less than 3 mos. \_\_\_\_\_ 11-1  
3 mos. — less than 9 mos. \_\_\_\_\_ 2  
9 mos. — less than 1½ yrs. \_\_\_\_\_ 3  
1½ yrs. — less than 2½ yrs. \_\_\_\_\_ 4  
2½ yrs. — less than 3½ yrs. \_\_\_\_\_ 5  
3½ yrs. or more \_\_\_\_\_ 6  
Don't know \_\_\_\_\_ 7

5. Why did you first start to smoke filter tips regularly?

- For health \_\_\_\_\_ 12-  
For taste \_\_\_\_\_ 13-  
Don't know \_\_\_\_\_ 13-Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

- Always smoked filters (vol.) \_\_\_\_\_ 14-1  
Camels \_\_\_\_\_ 2  
Chesterfield: \_\_\_\_\_  
    Regular \_\_\_\_\_ 3  
    King \_\_\_\_\_ 4  
Herbert Tareyton \_\_\_\_\_ 5  
Kool \_\_\_\_\_ 6  
Lucky Strike \_\_\_\_\_ 7  
Old Gold: \_\_\_\_\_  
    Regular \_\_\_\_\_ 8  
    King \_\_\_\_\_ 9  
Pall Mall \_\_\_\_\_ 15-1  
Philip Morris: \_\_\_\_\_  
    Regular \_\_\_\_\_ 2  
    King \_\_\_\_\_ 3  
Spud \_\_\_\_\_ 4  
Other regular \_\_\_\_\_ 5  
Other king \_\_\_\_\_ 6  
No regular brand \_\_\_\_\_ 7  
Don't know \_\_\_\_\_ 8

1001251808

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	<u>7a.</u>	<u>7b.</u>	<u>8a.</u>	<u>9a.</u>	<u>10a.</u>	<u>11a.</u>	<u>13a.</u>	
	Never heard of	Never tried	Brand started on	First switch	Second switch	Present	Have smoked regularly. Tried but never smoked regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1 2	3
Du Maurier	2	2	2	2	2	2	4 5	6
Encore	3	3	3	3	3	3	7 8	9
Herbert Tareyton (filter)	4	4	4	4	4	4	0 X	Parlia- ment and/or Marl- boro and one other brand
Kent	5	5	5	5	5	5	29-1 2	3
Kool	6	6	6	6	6	6	4 5	6
L & M	7	7	7	7	7	7	7 8	9
Marlboro (filter)	8	8	8	8	8	8	0 X	Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1 2	3
Parliament	2	2	2	2	2	2	4 5	6
Spud	3	3	3	3	3	3	7 8	9
Viceroy	4	4	4	4	4	4	0 X	"X'd") Y
Winston	5	5	5	5	5	5	31-1 2	3
Other filter	XXX	XXX	6	6	6	6	4 5	6
No regular Brand	XXX	XXX	7 to 11	7	7	7	XXX XXX	XXX
Still smoking brand	XXX	XXX	XXX	(Skip 8 to 12)	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX XXX	XXX
Non-filter brand	XXX	XXX	XXX	9	9	9	XXX XXX	XXX
Don't know	XXX	XXX	0 to 9a	0 to 10a	0	0	XXX XXX	XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?

Parliaments:

32-

33-

None or don't know 33-Y

Marlboro:

34-

35-

None or don't know 35-Y

Other:

36-

37-

None or don't know 37-Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38-

39-

Don't know 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know 41-Y

1001251809

**10a.** What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)

Don't know \_\_\_\_\_ 42-  
Marlboro \_\_\_\_\_ 43-  
Other \_\_\_\_\_ 44-  
Don't know \_\_\_\_\_ 45-

**11a.** And your present brand is \_\_\_\_\_ — is that right? (RECORD AT LEFT IN 11a, COLUMN)

Don't know \_\_\_\_\_ 42-  
Marlboro \_\_\_\_\_ 43-  
Other \_\_\_\_\_ 44-  
Don't know \_\_\_\_\_ 45-

**b.** Why did you switch to that brand from your previous brand?

Don't know \_\_\_\_\_ 42-  
Marlboro \_\_\_\_\_ 43-  
Other \_\_\_\_\_ 44-  
Don't know \_\_\_\_\_ 45-

c. How long have you been smoking your present brand?

Less than 3 mos. \_\_\_\_\_ 46-1  
3 mos.—less than 9 mos. \_\_\_\_\_ 2  
9 mos.—less than 1½ yrs. \_\_\_\_\_ 3  
1½ yrs.—less than 2½ yrs. \_\_\_\_\_ 4  
2½ yrs.—less than 3½ yrs. \_\_\_\_\_ 5  
3½ yrs.—or over \_\_\_\_\_ 6  
Don't know \_\_\_\_\_ 7

**12.** Are there any other things you particularly like about your present brand that you have not mentioned?

Don't know \_\_\_\_\_ 47-  
Don't know \_\_\_\_\_ 48-

Don't know \_\_\_\_\_ 48-Y

**CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.**

**13a.** That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a, COLUMN)

**IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS, AND ONE OTHER X'd BRAND, IF ANY**

**13b.** Why didn't you ever smoke (Parliaments, Marlboro, other) as your regular brand?

Parliaments: \_\_\_\_\_ 49-  
Marlboro: \_\_\_\_\_ 50-  
Don't know \_\_\_\_\_ 50-Y

Marlboro: \_\_\_\_\_ 51-  
Other: \_\_\_\_\_ 52-  
Don't know \_\_\_\_\_ 52-Y

Other: \_\_\_\_\_ 53-  
Don't know \_\_\_\_\_ 54-  
Don't know \_\_\_\_\_ 54-Y

**ASK EVERYONE**

**14a.** If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb, Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX

Go back to non-filter:  
Regular size \_\_\_\_\_ 8 XXX  
King size \_\_\_\_\_ 9 XXX  
Either regular or king \_\_\_\_\_ 0 XXX

None \_\_\_\_\_ X X (Skip)  
Don't know \_\_\_\_\_ Y Y (to 15)

**b.** Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

**c.** Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know \_\_\_\_\_ 60-Y

1001251810

15. Here is a card with a list of words and phrases. (HAND RESPONDENT: YELLOW CARD) Which of these words and phrases would you use to describe (Marlboro, etc.)? Any others? Which of the words and phrases on the card would you use to describe (Parliament, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Viceroy	Winston
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	18-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a truck driver, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND: RESPONDENT PINK CARD) would you buy for (a truck driver, etc.) (even if you don't actually know one)?

	Truck driver	Doctor	Stenographer	Bank president
Du Maurier	23-1	24-1	25-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001251811

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them \_\_\_\_\_ 35-1  
 OR  
 A few stores don't carry them, but most stores do \_\_\_\_\_ 2

OR  
 While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3  
 OR  
 Only a few stores carry your regular brand \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5  
 OR  
 b. Did you buy any filter tip cigarettes yesterday, either for yourself or someone else?

Yes \_\_\_\_\_ 36-1 (Ask c)

No \_\_\_\_\_ 2 } (Skip to 19)  
 Don't know \_\_\_\_\_ 3

c. How many did you buy?

By the pack	By the carton
1 pack _____ 37-1	1 carton _____ 5
2 packs _____ 2	2 cartons _____ 6
3-9 packs _____ 3	3 or more cartons _____ 7
10 or more packs _____ 4 (not carton)	Don't know _____ 8

d. Where did you buy them?

Drugstore _____ 38-1	Vending machine _____ 4
News-cigar stand or store _____ 2	Other _____ 5
Grocery store or supermarket _____ 3	Don't know _____ 6

e. Who did you buy the cigarettes for?

Self _____ 38-7
Other, member of family _____ 8
Other, not member of family _____ 9
Don't know _____ 0

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b)

All the same _____ 2
Don't know _____ 3 } (Skip to 20)

19b. Which filter tip brands would you say are the higher-priced brands?

a. Higher priced brands? b. Higher priced brands? c. Higher priced brands?

	Good buy	Higher for money	Not a good buy	Don't know
Du Maurier	40-1	42-1	2	3
Encore	2	42-4	5	6
Herbert Tareyton (filter)	3	42-7	8	9
Kent	4	42-0	X	Y
L & M	5	43-1	2	3
Marlboro	6	43-4	5	6
Old Gold (filter)	7	43-7	8	9
Parliament	8	43-0	X	Y
Regent	41-1	44-1	2	3
Sano (filter)	2	44-4	5	6
Viceroy	3	44-7	8	9
Vogue	4	44-0	X	Y
Winston	5	45-1	2	3
Other		6		
Don't know		7		

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price?  
 (RECORD ABOVE)

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Parliaments, Marlboros, other) cost more than other brands?

Parliaments:

46-

47-

Don't know ..... 47-Y

Marlboros:

48-

49-

Don't know ..... 49-Y

Other:

50-

51-

Don't know ..... 51-Y

1001251812

- 20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	<u>Best</u>	<u>C.</u>	<u>Worst</u>
Activated charcoal filter	52-1		53-1
Asbestos	2		2
Cellulose acetate filter	3	(Ask b)	3 (Ask d)
Cotton	4		4
Paper filter	5		5
Purocel filter	6		6
None	7	(Skip to c)	7 (Skip to 21)
Don't know	8		8

- b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	<u>b.</u>	<u>c.</u>	<u>d.</u>
	<u>Has best</u>	<u>Has worst</u>	
<u>Yes:</u>			
Du Maurier	54-1	56-1	
Encore	2	2	
Herbert Tareyton (filter)	3	3	
Kent	4	4	
L & M	5	5	
Marlboro	6	6	
Old Gold (filter)	7	7	
Parliament	8	8	
Regent	55-1	57-1	
Sano (filter)	2	2	
Viceroy	3	3	
Vogue	4	4	
Winston	5	5	
Other (filter)	6	6	
No	7	7	
Don't know	8	8	

- c. Which one of the materials on the card do you think would do the worst job of filtering? (RECORD ABOVE)

- d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size or a king-size cigarette?

Regular size \_\_\_\_\_ 61-1 Long-size (vol.) \_\_\_\_\_ 4

King-size \_\_\_\_\_ 2 Either \_\_\_\_\_ 5

In-between (vol.) \_\_\_\_\_ 3 Don't know \_\_\_\_\_ 6

22. What is your occupation?

Executive and professional \_\_\_\_\_ 62-1

Small business proprietor \_\_\_\_\_ 2

White collar \_\_\_\_\_ 3

Personal service and protective \_\_\_\_\_ 4

Factory labor \_\_\_\_\_ 5

Non-factory labor \_\_\_\_\_ 6

Farm proprietor \_\_\_\_\_ 7

Farm labor \_\_\_\_\_ 8

Housewife \_\_\_\_\_ 9

Other \_\_\_\_\_ 0

- 23a. Are you married or single?

Married \_\_\_\_\_ 63-1 (Ask b)

Single \_\_\_\_\_ 2

Divorced \_\_\_\_\_ 3 (Skip to 24)

Widowed \_\_\_\_\_ 4

- b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes \_\_\_\_\_ 64-1

Does not live with respondent (vol.) \_\_\_\_\_ 2

Smokes:

Du Maurier \_\_\_\_\_ 65-1 Regent \_\_\_\_\_ 66-1

Encore \_\_\_\_\_ 2 Sano (filter) \_\_\_\_\_ 2

Herbert Tareyton (filter) \_\_\_\_\_ 3 Viceroy \_\_\_\_\_ 3

Kent \_\_\_\_\_ 4 Vogue \_\_\_\_\_ 4

L & M \_\_\_\_\_ 5 Winston \_\_\_\_\_ 5

Marlboro \_\_\_\_\_ 6 Other filter \_\_\_\_\_ 6

Old Gold (filter) \_\_\_\_\_ 7 Non-filter brand \_\_\_\_\_ 7

Parliament \_\_\_\_\_ 8 Don't know \_\_\_\_\_ 8

1001751813

XA 1-4 67-1

24. The makers of Parliament are considering making some changes in the present Parliament. I'd like to give you five packages of each type of two different types they are considering to see which you like best.

The two different types would sell for different prices.

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about \_\_\_\_\_¢ around here, while most brands of filter-tip cigarettes like Winston's or Viceroy's sell for about \_\_\_\_\_¢ a pack.

The cigarettes in the blue packages would sell for \_\_\_\_\_¢ (Winston price)

and the others would cost:

(Winston plus 2¢) \_\_\_\_\_ 67-0

(Winston plus 4¢) \_\_\_\_\_ X

(Winston plus 7¢) \_\_\_\_\_ Y, the same as the present Parliament

**MARK PRICES ON EACH CARTON AS YOU GIVE THEM TO RESPONDENT**

I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them to see which you like best. When would be a good time for me to call?

**QUESTIONS 25-27 OMITTED ON THIS FORM**

Name of Respondent: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 Town: \_\_\_\_\_  
 Callback date: \_\_\_\_\_  
 Time: \_\_\_\_\_

<b>FACTUAL</b>	
<u>Sext:</u>	<u>Economic level:</u>
Male _____ 68-1	A _____ 60-7
Female _____ 2	B _____ 8
<u>Age:</u>	<u>Race:</u>
18-24 _____ 68-3	C _____ 9
25-34 _____ 4	D _____ 0
35-49 _____ 5	White _____ 68-X
50 and over _____ 6	Negro _____ Y

Interview Date \_\_\_\_\_ (month) \_\_\_\_\_ (day)

Interviewer's Initials \_\_\_\_\_

1001251814

We are testing several different kinds of Parliaments, so I'd like to check to see just which ones I gave you. I think I gave you some Parliaments in blue packages which would sell for about \_\_\_\_\_¢, the same as Winstons or Viceroy's, and some others which would sell for:

(Winston price plus 2¢) \_\_\_\_\_ (Winston price plus 4¢) \_\_\_\_\_

(Winston price plus 7¢) \_\_\_\_\_, the same price as present Parliaments  
Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	Blue	Others
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 (Skip to 29)
3 packs or over	4	9
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

Blue

12-

13-

Don't know ..... 13-Y

Others

14-

TERMINATE

15-

Don't know ..... 15-Y

Both

16-

17-

Don't know ..... 17-Y

29a. Leaving aside the difference in price, which of the two cigarettes do you like better?

	a.	d.
Blue	18-1 (Skip to 31)	18-5 (Ask e)
Other	2 (Ask b)	6 (Skip to 32)
No difference	3 (Skip to d)	XXX (Skip to 32)
Don't know	4	8 (Skip to 32)

b. Would you say you liked them a lot better or only a little better than the ones in the blue packages?

	Lot better	19-1
Little better	2	
Don't know	3	

c. Why did you like them better?

	20-
21-	

Don't know ..... 21-Y

d. Now considering everything, taste, price, package and the filter, which do you think you would be most apt to buy? (RECORD ABOVE):

e. Why would you be more apt to buy the ones in the blue packages instead of the others?

	22-
23-	{ (Skip to 32)

Don't know ..... 23-Y

QUESTION 30 OMITTED ON THIS FORM.

31a. Would you say you like the ones in the blue packages a lot better or only a little better than the others?

	19-1
Little better	2
Don't know	3

b. Why do you like them better?

20-

21-

Don't know ..... 21-Y

1001251815

**32a. ASK EVERYONE** How did they (the ones you would smoke) compare to your regular brand? Would you say you liked them a lot better than your regular brand, only a little better, about the same, not quite as well or not nearly as well as your regular brand?

- (Ask if 32b)  
 Lot better \_\_\_\_\_ 24-1  
 Little better \_\_\_\_\_ 2 } (Ask b)  
 About the same \_\_\_\_\_ 3  
 Not quite as well \_\_\_\_\_ 4 } (Skip to 35)  
 Not nearly as well \_\_\_\_\_ 5  
 Don't know \_\_\_\_\_ 6 } (Ask b)

b. If they were on sale in the stores, do you think you would switch to them or would you continue to smoke your present regular brand?

- Switch to Parliament \_\_\_\_\_ 25-1  
 Continue with present \_\_\_\_\_ 2  
 Don't know \_\_\_\_\_ 3

**QUESTIONS 33; 34 OMITTED ON THIS FORM.**

**35.** What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?

28-

29-

Don't know \_\_\_\_\_ 29-Y

1001251816

**36a.** Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones in the blue packages? Any others?

(HAND RESPONDENT YELLOW CARD)

	Blue	Others
1. Tastes like a real cigarette	30-1	32-1
2. Man's cigarette	2	2
3. The cleanest smoke	3	3
4. High class	4	4
5. Snobbish	5	5
6. Poorly made	6	6
7. Too expensive	7	7
8. Good value for money	8	8
9. Hard to draw on	9	9
10. Good flavor	0	0
11. Not enough taste	X	X
12. More attractive tip	Y	Y
13. Too strong	31-1	33-1
14. Superior quality	2	2
15. Odd or peculiar taste	3	3
16. Mild	4	4
17. Up-to-date	5	5
18. Distinctive	6	6
19. Satisfying	7	7
20. Easy to draw on	8	8
21. Popular with women	9	9
22. For me	0	0
23. Not for me	X	X
None or don't know	Y	Y

b. How about the ones in the other packages? Which words or phrases would you use to describe these?

(RECORD ABOVE) Any others?

**37a.** Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?

Blue \_\_\_\_\_ 34-1 } (Ask b)  
Others \_\_\_\_\_ 2 }

No difference or don't know \_\_\_\_ 3 (Skip to 38)

b. Why do you think that one has the better taste or flavor?

35-

36-

Don't know \_\_\_\_ 36-Y

**38a.** Just as far as appearance is concerned, which of the two do you feel has the best-looking package?

Blue \_\_\_\_\_ 37-1  
Others \_\_\_\_\_ 2 }

(Ask b)

No difference or don't know \_\_\_\_ 3 (Skip to 39)

b. Why do you think that one is the best looking?

This box \_\_\_\_\_ 38-  
Parliament box \_\_\_\_\_  
Soft package \_\_\_\_\_

Don't know ..... (Skip to 40)

b. Why do you like that kind better?

41-

42-

Don't know ..... 42-Y

**40a.** Did you notice any difference in the filters in the two types of test cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes

Blue \_\_\_\_\_ 43-1  
Others \_\_\_\_\_ 2 }

(Ask b)

Don't know but noticed difference \_\_\_\_\_ 3  
No—didn't notice difference \_\_\_\_\_ 4 (Skip to 41)

b. Why did you like that one better?

44-

45-

Don't know \_\_\_\_ 45-Y

1001251812

41a. Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed \_\_\_\_\_ 46-1 (Ask b)

Even with end \_\_\_\_\_ 2 (Skip to c)

Don't know \_\_\_\_\_ 3 (Skip to 42)

b. Why do you like recessed filters better?

47-  
48-  
(Skip to  
42)

Don't know \_\_\_\_\_ 48-Y

c. Why don't you like recessed filter tips as well?

49-

50-

Don't know \_\_\_\_\_ 50-Y

42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and the ones you usually smoke?

Yes \_\_\_\_\_ 51-1 (Ask b)

No \_\_\_\_\_ 2 (Skip to 43)

Don't know \_\_\_\_\_ 3

b. Which did you prefer as far as length goes?

Usual \_\_\_\_\_ 51-4

Test \_\_\_\_\_ 5

Don't know \_\_\_\_\_ 6

43. Would you be inclined to recommend the new Parliaments to a friend? (If "yes") Which ones?

Yes:

Blue \_\_\_\_\_ 52-1

Other \_\_\_\_\_ 2

Either or both \_\_\_\_\_ 3

No \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

1001251818

**XB2**

**XB4**

Job No. 861 March, 1956 Number

Place \_\_\_\_\_

Screen Interview No. \_\_\_\_\_

**FOR PINK AND BLUE QUESTIONNAIRES ONLY:**

**CROSS-SECTION** \_\_\_\_\_ 10-1

**OVERSAMPLE** \_\_\_\_\_ 2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. \_\_\_\_\_ 11-1

3 mos.—less than 9 mos. \_\_\_\_\_ 2

9 mos.—less than 1½ yrs. \_\_\_\_\_ 3

1½ yrs.—less than 2½ yrs. \_\_\_\_\_ 4

2½ yrs.—less than 3½ yrs. \_\_\_\_\_ 5

3½ yrs. or more \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

5. Why did you first start to smoke filter tips regularly?

12-

13-

Don't know \_\_\_\_\_ 13-Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol) \_\_\_\_\_ 14-1

Camels \_\_\_\_\_ 2

Chesterfield:

Regular \_\_\_\_\_ 3

King \_\_\_\_\_ 4

Herbert Tareyton \_\_\_\_\_ 5

Kool \_\_\_\_\_ 6

Lucky Strike \_\_\_\_\_ 7

Old Gold:

Regular \_\_\_\_\_ 8

King \_\_\_\_\_ 9

Pall Mall \_\_\_\_\_ 15-1

Philip Morris:

Regular \_\_\_\_\_ 2

King \_\_\_\_\_ 3

Spud \_\_\_\_\_ 4

Other regular \_\_\_\_\_ 5

Other king \_\_\_\_\_ 6

No regular brand \_\_\_\_\_ 7

Don't know \_\_\_\_\_ 8

1001251819

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	7a.	7b.	8a.	9a.	10a.	11a.	12a.	Have smoked regularly	Tried regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2		3
Du Maurier	2	2	2	2	2	2	4	5		6
Encore	3	3	3	3	3	3	7	8	{ Ask b for Parlia- ment and/or Marl- boro Y	
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X		
Kent	5	5	5	5	5	5	29-1	2		3
Kool	6	6	6	6	6	6	4	5		6
L & M	7	7	7	7	7	7	7	8		9
Marlboro (filter)	8	8	8	8	8	8	0	X		Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2		3
Parliament	2	2	2	2	2	2	4	5		6
Spud	3	3	3	3	3	3	7	8	{ If "X'd")	9
Viceroy	4	4	4	4	4	4	0	X		Y
Winston	5	5	5	5	5	5	31-1	2		3
Other filter	XXX	XXX	6	6	6	6	4	5		6
No regular brand	XXX	XXX	7 to 11	7	7	7	XXX	XXX		XXX
Still smoking brand	XXX	XXX	XXX	(Skip 8 to 12)	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX		XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX		XXX
Don't know	XXX	XXX	0 to 9a	0 to 10a	0	0	XXX	XXX		XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Marlboro, Parliament, others)?

Marlboro:

34-

35-

None or don't know 35-Y

Parliaments:

32-

33-

None or don't know 33-Y

Others:

36-

37-

None or don't know 37-Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38-

39-

Don't know 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know 41-Y

1001251820

1001751821

10a. What brand did you switch to when you stopped smoking  
(brand in 9a)? (RECORD AT LEFT IN 10a. COLUMN)

a. Why did you stop smoking? (RECORD AT LEFT IN 10a. COLUMN)

b. Why did you switch from (brand in 9a) to (brand in 10a)?

Old Maurier ..... 42-  
S. Kent ..... 42-  
Marlboro ..... 43-  
Don't know ..... 43-Y

11a. And your present brand is \_\_\_\_\_ is that right?  
(RECORD AT LEFT IN 11a. COLUMN)

a. Why did you stop smoking? (RECORD AT LEFT IN 11a. COLUMN)

b. Why did you switch to that brand from your previous brand?

Old Maurier ..... 44-  
Marlboro ..... 45-  
Don't know ..... 45-Y

## c. How long have you been smoking your present brand?

Less than 3 mos.	46-1
3 mos.—less than 9 mos.	2
9 mos.—less than 1½ yrs.	3
1½ yrs.—less than 2½ yrs.	4
2½ yrs.—less than 3½ yrs.	5
3½ yrs.—or over	6
Don't know	7

## 12. Are there any other things you particularly like about your present brand that you have not mentioned?

47-  
48-  
Don't know ..... 48-Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct?  
(RECORD AT LEFT IN 13a. COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY.

## 13b. Why didn't you ever smoke (Marlboro, Parliaments, other) as your regular brand?

Marlboro: ..... 51-  
Parliaments: ..... 52-  
Don't know ..... 52-Y

Parliaments: ..... 49-  
Other: ..... 50-  
Don't know ..... 50-Y

Other: ..... 53-  
Don't know ..... 54-  
Don't know ..... 54-Y

## ASK EVERYONE

## 14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX

Go back to non-filter:

Regular size	8	XXX
King size	9	XXX
Either—regular or king	0	XXX

None ..... X ..... X } (Skip  
Don't know ..... Y ..... Y } to 15)

## b. Is there any particular filter brand that you would not buy?

(If "yes") What brand? (RECORD ABOVE)

## c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know ..... 60-Y

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Kents, etc.)? Any others? Which of the words and phrases on the card would you use to describe (L & M, etc.)? (ROTATE ORDER OF BRANDS ASKED):

	Marlboro	Parliament	Kents	L & M
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a housewife, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a housewife, etc.) (even if you don't actually know one)?

	House-wife	English-man	Glamorous movie actress	Male college student
Du Maurier	23-1	24-1	25-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001751822

18a. When you go to buy your regular brand of filter tips, do you find that: You never carried out to smoke  
You never have any trouble finding a store that carries them \_\_\_\_\_ 35-1

OR  
A few stores don't carry them, but most stores do \_\_\_\_\_ 2

OR  
While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3

OR  
Only a few stores carry your regular brand \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

b. Did you buy any filter tip cigarettes yesterday (Saturday) either for yourself or someone else?

Yes \_\_\_\_\_ 36-1 (Ask c)

No \_\_\_\_\_ 2 (Skip to 19)

Don't know \_\_\_\_\_ 3

c. How many did you buy?

By the pack	By the carton
1 pack _____ 37-1	1 carton _____ 5

2 packs _____ 2	2 cartons _____ 6
-----------------	-------------------

3-9 packs _____ 3	3 or more cartons _____ 7
-------------------	---------------------------

10 or more packs _____ 4	Don't know _____ 8
--------------------------	--------------------

d. Where did you buy them?

Drugstore _____ 38-1	Vending machine _____ 4
----------------------	-------------------------

News-cigar stand or store _____ 2	Other _____ 5
-----------------------------------	---------------

Grocery store or supermarket _____ 3	Don't know _____ 6
--------------------------------------	--------------------

e. Who did you buy the cigarettes for?

Self _____ 38-7	
-----------------	--

Other, member of family _____ 8	
---------------------------------	--

Other, not member of family _____ 9	
-------------------------------------	--

Don't know _____ 0	
--------------------	--

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b)

All the same \_\_\_\_\_ 2 (Skip to 20)

Don't know \_\_\_\_\_ 3

19b. Which filter tip brands would you say are the higher-priced brands? (Ask if not listed in 19a. If so, ask which ones you don't like.)

Brand	Good buy	Higher priced	for money	Not a good buy	Don't know
-------	----------	---------------	-----------	----------------	------------

Du Maurier	40-1	42-1	2	3	
------------	------	------	---	---	--

Encore	2	42-4	5	6	
--------	---	------	---	---	--

Herbert Tareyton (filter)	3	42-7	8	9	
---------------------------	---	------	---	---	--

Kent	4	42-0	X	Y	
------	---	------	---	---	--

L & M	5	43-1	2	3	
-------	---	------	---	---	--

Märlboro	6	43-4	5	6	
----------	---	------	---	---	--

Old Gold (filter)	7	43-7	8	9	
-------------------	---	------	---	---	--

Parliament	8	43-0	X	Y	
------------	---	------	---	---	--

Regent	41-1	44-1	2	3	
--------	------	------	---	---	--

Sano (filter)	2	44-4	5	6	
---------------	---	------	---	---	--

Viceroy	3	44-7	8	9	
---------	---	------	---	---	--

Vogue	4	44-0	X	Y	
-------	---	------	---	---	--

Winston	5	45-1	2	3	
---------	---	------	---	---	--

Other	6				
-------	---	--	--	--	--

Don't know	7				
------------	---	--	--	--	--

(FOR EACH BRAND RECORDED IN "B")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price?  
(RECORD ABOVE)

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Marlboros, Parliaments, other) cost more than other brands?

Marlboros: \_\_\_\_\_ 48-

Parliaments: \_\_\_\_\_ 49-

Other: \_\_\_\_\_ Don't know \_\_\_\_\_ 49-Y

Parliaments: \_\_\_\_\_ 50-

Marlboros: \_\_\_\_\_ 46-

Other: \_\_\_\_\_ 47-

Don't know \_\_\_\_\_ 47-Y

Other: \_\_\_\_\_ 50-

Parliaments: \_\_\_\_\_ 51-

Marlboros: \_\_\_\_\_ Don't know \_\_\_\_\_ 51-Y

1001751823

- 20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	<u>a.</u> Best	<u>c.</u> Worst
Activated charcoal filter	52-1	53-1
Asbestos	2	2
Cellulose acetate filter	3 (Ask b)	3 (Ask d)
Cotton	4	4
Paper filter	5	5
Purocel filter	6	6
None	7 (Skip to c)	7 (Skip to 21)
Don't know	8	8

- b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

<u>Yes:</u>	<u>b.</u> Has best	<u>d.</u> Has worst
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

- c. Which one of the materials on the card do you think would do the worst job of filtering (RECORD ABOVE)

- d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size?

Regular size \_\_\_\_\_ 61-1 Long-size (vol.) \_\_\_\_\_ 4

King-size \_\_\_\_\_ 2 Either \_\_\_\_\_ 5

In-between \_\_\_\_\_ 3 Don't know \_\_\_\_\_ 6

22. What is your occupation?

Executive and professional \_\_\_\_\_ 62-1

Small business proprietor \_\_\_\_\_ 2

White collar \_\_\_\_\_ 3

Personal service and protective \_\_\_\_\_ 4

Factory labor \_\_\_\_\_ 5

Non-factory labor \_\_\_\_\_ 6

Farm proprietor \_\_\_\_\_ 7

Farm labor \_\_\_\_\_ 8

Housewife \_\_\_\_\_ 9

Other \_\_\_\_\_ 0

- 23a. Are you married or single?

Married \_\_\_\_\_ 63-1 (Ask b)

Single \_\_\_\_\_ 2

Divorced \_\_\_\_\_ 3 (Skip to 24)

Widowed \_\_\_\_\_ 4

- b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes \_\_\_\_\_ 64-1

Does not live with respondent (vol.) \_\_\_\_\_ 2

Smokes:

Du Maurier \_\_\_\_\_ 65-1 Regent \_\_\_\_\_ 66-1

Encore \_\_\_\_\_ 2 Sano (filter) \_\_\_\_\_ 2

Herbert Tareyton (filter) \_\_\_\_\_ 3 Viceroy \_\_\_\_\_ 3

Kent \_\_\_\_\_ 4 Vogue \_\_\_\_\_ 4

L & M \_\_\_\_\_ 5 Winston \_\_\_\_\_ 5

Marlboro \_\_\_\_\_ 6 Other filter \_\_\_\_\_ 6

Old Gold (filter) \_\_\_\_\_ 7 Non-filter brand \_\_\_\_\_ 7

Parliament \_\_\_\_\_ 8 Don't know \_\_\_\_\_ 8

1001251824

XB 1-4 67-6

24. The makers of Parliament are considering making some changes in the present Parliament. I'd like to give you five packages of each of two different types they are considering to see which you like best.

The two different types would sell for different prices.

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about \_\_\_\_\_ around here, while most brands of filter-tip cigarettes like Winston's or Viceroy's sell for about \_\_\_\_\_ a pack.

The cigarettes in the blue packages would sell for:

(Winston plus 2¢) \_\_\_\_\_ 67-0

(Winston plus 4¢) \_\_\_\_\_ X

(Winston plus 7¢) \_\_\_\_\_ Y, the same as the present Parliament

and the others would cost \_\_\_\_\_.  
(Winston price)

#### MARK PRICES ON EACH CARTON AS YOU GIVE THEM TO RESPONDENT

I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them to see which you like best. When would be a good time for me to call?

#### QUESTIONS 25-27 OMITTED ON THIS FORM

#### ANSWER AND SIGNING SECTION

Name of Respondent: \_\_\_\_\_

Street: \_\_\_\_\_

Town: \_\_\_\_\_

Callback date: \_\_\_\_\_

Time: \_\_\_\_\_

#### FACTUAL

Sex:	Economic level
Male _____	68-I A _____ 68-7
Female _____	B _____ 8
	C _____ 9
	D _____ 0
18-24 _____	68-3
25-34 _____	4
35-49 _____	5
50 and over _____	6 Negro _____ Y

Interview Date: \_\_\_\_\_ (month) \_\_\_\_\_ (day)

Interviewer's Initials: \_\_\_\_\_

1001451825

We are testing several different kinds of Parliaments, so I'd like to check to see just which ones I gave you. I think I gave you some Parliaments in blue packages which would sell for:

- (Winston price plus 2¢) \_\_\_\_\_
- (Winston price plus 4¢) \_\_\_\_\_
- (Winston price plus 7¢) \_\_\_\_\_, the same price as present Parliaments
- and some others which would sell for about \_\_\_\_\_¢, the same as Winston or Viceroy. Is that correct?

**28a.** How many of the cigarettes of each of the two different types have you smoked?

	<u>Blue</u>	<u>Others</u>
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 (Skip to 29)
3 packs or over	4	9
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

Blue

12-

20-

Don't know ..... 13-Y

21-

Don't know ..... 21-Y

13-

d. Now considering everything, taste, price, package and the filter, which do you think you would be most apt to buy? (RECORD ABOVE)

e. Why would you be more apt to buy those instead of the ones in blue packages?

22-

23-

(Skip to 32)

Don't know ..... 23-Y

1001251826

**QUESTION 30 OMITTED ON THIS FORM.**

**31a.** Would you say you like those a lot better or only a little better than the ones in the blue packages?

Lot better ..... 19-1

Little better ..... 2

Don't know ..... 3

b. Why do you like them better?

20-

21-

Don't know ..... 17-Y

Don't know ..... 21-Y

**ASK EVERYONE**

32a. How did they (the ones you would smoke) compare to your regular brand? Would you say you liked them a lot better than your regular brand, only a little better, about the same, not quite as well or not nearly as well as your regular brand?

- |                    |      |              |
|--------------------|------|--------------|
| Lot better         | 24-1 | (Ask c)      |
| Little better      | 2    | (Ask b)      |
| About the same     | 3    |              |
| Not quite as well  | 4    | (Skip to 35) |
| Not nearly as well | 5    |              |
| Don't know         | 6    | (Ask b)      |

32b. If they were on sale in the stores, do you think you would switch to them or would you continue to smoke your present regular brand?

b. If they were on sale in the stores, do you think you would switch to them or would you continue to smoke your present regular brand?

Switch to Parliament 25-1

Continue with present 2

Don't know 3

**QUESTIONS 33, 34 OMITTED ON THIS FORM.**

35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?

- Parl. 1. Don't like the taste 28-  
 Parl. 2. Don't like the smell 28-  
 Parl. 3. Don't like the strength 28-  
 Parl. 4. Don't like the color 28-  
 Parl. 5. Don't like the taste 28-  
 Parl. 6. Don't like the smell 28-  
 Parl. 7. Don't like the strength 28-  
 Parl. 8. Don't like the color 28-  
 Parl. 9. Don't like the taste 28-  
 Parl. 10. Don't like the smell 28-  
 Parl. 11. Don't like the strength 28-  
 Parl. 12. Don't like the color 28-  
 Parl. 13. Don't like the taste 28-  
 Parl. 14. Don't like the smell 28-  
 Parl. 15. Don't like the strength 28-  
 Parl. 16. Don't like the color 28-  
 Parl. 17. Don't like the taste 28-  
 Parl. 18. Don't like the smell 28-  
 Parl. 19. Don't like the strength 28-  
 Parl. 20. Don't like the color 28-  
 Parl. 21. Don't like the taste 28-  
 Parl. 22. Don't like the smell 28-  
 Parl. 23. Don't like the strength 28-  
 Parl. 24. Don't like the color 28-  
 Parl. 25. Don't like the taste 28-  
 Parl. 26. Don't like the smell 28-  
 Parl. 27. Don't like the strength 28-  
 Parl. 28. Don't like the color 28-  
 Parl. 29. Don't like the taste 28-Y

1001251829

**36a.** Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones in the blue packages? Any others?  
**(HAND RESPONDENT YELLOW CARD)**

	a.	b.	Blue Others
1. Tastes like a real cigarette	30-1	32-1	
2. Man's cigarette	2	2	
3. The cleanest smoke	3	3	
4. High class	4	4	
5. Snobbish	5	5	
6. Poorly made	6	6	
7. Too expensive	7	7	
8. Good value for money	8	8	
9. Hard to draw on	9	9	
10. Good flavor	0	0	
11. Not enough taste	X	X	
12. More attractive tip	Y	Y	
13. Too strong	31-1	33-1	
14. Superior quality	2	2	
15. Odd or peculiar taste	3	3	
16. Mild	4	4	
17. Up-to-date	5	5	
18. Distinctive	6	6	
19. Satisfying	7	7	
20. Easy to draw on	8	8	
21. Popular with women	9	9	
22. For me	0	0	
23. Not for me	X	X	
None or don't know	Y	Y	

b. How about the ones in the other packages? Which words or phrases would you use to describe these?  
**(RECORD ABOVE)** Any others?

**37a.** Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?

Blue ..... 34-1 }  
 Others ..... 2 } (Ask b)

No difference or don't know ..... 3 (Skip to 38)

b. Why do you think that one has the better taste or flavor?

35-

36-

Don't know ..... 36-Y

**38a.** Just as far as appearance is concerned, which of the two do you feel has the best-looking package?

Blue ..... 37-1 }  
 Others ..... 2 } (Ask b)

No difference or don't know ..... 3 (Skip to 39)

b. Why do you think that one is the best looking?

38-

39-

Don't know ..... 39-Y

**39a.** Which type of cigarette package do you like best—this kind of a box, the kind of box that the usual Parliaments come in, or the soft package that most cigarettes come in?

This box ..... }  
 Parliament box ..... } (Ask b)  
 Soft package ..... }

Don't know ..... (Skip to 40)

b. Why do you like that kind better?

41-

42-

Don't know ..... 42-Y

**40a.** Did you notice any difference in the filters in the two types of test cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes:

Blue ..... 43-1 }  
 Others ..... 2 } (Ask b)

Don't know but

noticed difference ..... 3 } (Skip to 41)

No—didn't notice difference ..... 4 )

b. Why did you like that one better?

44-

45-

Don't know ..... 45-Y

1001251828

41a. Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

- Recessed ..... 46-1 (Ask b)  
 Even with end ..... 2 (Skip to c)  
 Don't know ..... 3 (Skip to 42)

b. Why do you like recessed filters better?

- 47-  
 48- (Skip to 42)  
 Don't know ..... 48-Y

c. Why don't you like recessed filter tips as well?

- 49-  
 50-  
 Don't know ..... 50-Y

42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and the ones you usually smoke?

- Yes ..... 51-1 (Ask b)  
 No ..... 2 } (Skip to 43)  
 Don't know ..... 3 }

b. Which did you prefer as far as length goes?

- Usual ..... 51-4  
 Test ..... 5  
 Don't know ..... 6

43. Would you be inclined to recommend the new Parliaments to a friend? (If "yes") Which ones?

- Yes:  
 Blue ..... 52-1  
 Other ..... 2  
 Either or both ..... 3  
 No ..... 4  
 Don't know ..... 5

1001251829

**XAS**

Job No. 861 March, 1956 Number \_\_\_\_\_ Place \_\_\_\_\_

Screen Interview No. \_\_\_\_\_

**FOR PINK AND BLUE QUESTIONNAIRES ONLY:**

**CROSS-SECTION** \_\_\_\_\_

10-1

**OVERSAMPLE** \_\_\_\_\_

2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. \_\_\_\_\_ 11-1

3 mos. — less than 9 mos. \_\_\_\_\_ 2

9 mos. — less than 1½ yrs. \_\_\_\_\_ 3

1½ yrs. — less than 2½ yrs. \_\_\_\_\_ 4

2½ yrs. — less than 3½ yrs. \_\_\_\_\_ 5

3½ yrs. or more \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

5. Why did you first start to smoke filter tips regularly?

12-

13-

Don't know ..... 13-Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) \_\_\_\_\_ 14-1

Camels \_\_\_\_\_ 2

Chesterfield:

Regular \_\_\_\_\_ 3

King \_\_\_\_\_ 4

Herbert Tareyton \_\_\_\_\_ 5

Kool \_\_\_\_\_ 6

Lucky Strike \_\_\_\_\_ 7

Old Gold:

Regular \_\_\_\_\_ 8

King \_\_\_\_\_ 9

Pall Mall \_\_\_\_\_ 15-1

Philip Morris:

Regular \_\_\_\_\_ 2

King \_\_\_\_\_ 3

Spud \_\_\_\_\_ 4

Other regular \_\_\_\_\_ 5

Other king \_\_\_\_\_ 6

No regular brand \_\_\_\_\_ 7

Don't know ..... 8

1001751830

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	7a.	7b.	8a.	9a.	10a.	11a.	13a.		
	Never heard of	Never tried	Brand started on	First switch	Second switch	Present	Have smoked but never regularly	Tried smoked regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2	3
Du Maurier	2	2	2	2	2	2	4	5	6
Encore	3	3	3	3	3	3	7	8	(Ask b for Parlia-ment and/or Marlboro)
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X	Y
Kent	5	5	5	5	5	5	29-1	2	3
Kool	6	6	6	6	6	6	4	5	6
L & M	7	7	7	7	7	7	7	8	9
Marlboro (filter)	8	8	8	8	8	8	0	X	Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2	3
Parliament	2	2	2	2	2	2	4	5	6
Spud	3	3	3	3	3	3	7	8	If "X'd"
Viceroy	4	4	4	4	4	4	0	X	Y
Winston	5	5	5	5	5	5	31-1	2	3
Other filter	XXX	XXX	6	6	6	6	4	5	6
No regular brand	XXX	XXX	7 to 11	7	7	7	XXX	XXX	XXX
Still smoking brand	XXX	XXX	8 to 12	(Skip 8 to 11c)	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX	XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX	XXX
Don't know	XXX	XXX	0 to 9a	(Skip 0 to 10a)	(Skip 0 to 10a)	0	0	XXX	XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?

Parliaments:

32-

33-

None or don't know 33-Y

Marlboro:

34-

35-

None or don't know 35-Y

Other:

36-

37-

None or don't know 37-Y

38-

39-

Don't know 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know 41-Y

1001251831

10a. What brand did you switch to when you stopped smoking  
(brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)

a. Why did you stop smoking? (RECORD AT LEFT IN 10a, COLUMN)

b. Why did you switch from (brand in 9a) to (brand in 10a)?

42-

43-

Don't know 43-Y

11a. And your present brand is \_\_\_\_\_ is that right?  
(RECORD AT LEFT IN 11a, COLUMN)

a. Why did you start smoking? (RECORD AT LEFT IN 11a, COLUMN)

44-

45-

Don't know 45-Y

c. How long have you been smoking your present brand?

Less than 3 mos. 46-1

3 mos.—less than 9 mos. 2

9 mos.—less than 1½ yrs. 3

1½ yrs.—less than 2½ yrs. 4

2½ yrs.—less than 3½ yrs. 5

3½ yrs.—or over 6

Don't know 7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47-

48-

Don't know 48-Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct?  
(RECORD AT LEFT IN 13a, COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY

13b. Why didn't you ever smoke (Parliaments, Marlboro, other) as your regular brand?

Parliaments: 49-

Marlboro: 50-

Don't know 50-Y

Marlboro: 51-

Other: 52-

Don't know 52-Y

Other: 53-

Other: 54-

Don't know 54-Y

#### ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX

Go back to non-filter:  
Regular size 8 XXX  
King size 9 XXX  
Either regular or king 0 XXX

None X (Skip  
Don't know Y to 15)

b. Is there any particular filter brand that you would not buy?  
(If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know 60-Y

1001251832

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Marlboro, etc.)? Any others? Which of the words and phrases on the card would you use to describe (Parliament, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Viceroy	Winston
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a truck driver, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a truck driver, etc.) (even if you don't actually know one)?

	Truck driver	Doctor	Stenographer	Bank president
Du Maurier	23-1	24-1	25-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

100151833

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them \_\_\_\_\_ 35-1

**OR** A few stores don't carry them, but most stores do \_\_\_\_\_ 2

**OR** While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3

**OR** Only a few stores carry your regular brand \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

b. Did you buy any filter tip cigarettes yesterday, either for yourself or someone else?

Yes \_\_\_\_\_ 36-1 (Ask c)

No \_\_\_\_\_ 2 (Skip to 19)

Don't know \_\_\_\_\_ 3

c. How many did you buy?

By the pack	By the carton
-------------	---------------

1 pack \_\_\_\_\_ 37-1 1 carton \_\_\_\_\_ 5

2 packs \_\_\_\_\_ 2 2 cartons \_\_\_\_\_ 6

3 - 9 packs \_\_\_\_\_ 3 3 or more cartons \_\_\_\_\_ 7

10 or more packs \_\_\_\_\_ 4 Don't know \_\_\_\_\_ 8  
(not carton)

d. Where did you buy them?

Drugstore \_\_\_\_\_ 38-1 Vending machine \_\_\_\_\_ 4

News-cigar stand or store \_\_\_\_\_ 2 Other \_\_\_\_\_ 5

Grocery store or supermarket \_\_\_\_\_ 3 Don't know \_\_\_\_\_ 6

e. Who did you buy the cigarettes for?

Self \_\_\_\_\_ 38-7

Other, member of family \_\_\_\_\_ 8

Other, not member of family \_\_\_\_\_ 9

Don't know \_\_\_\_\_ 0

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b)

All the same \_\_\_\_\_ 2 (Skip to 20)

Don't know \_\_\_\_\_ 3

19b. Which filter tip brands would you say are the higher-priced brands?

**a. Ask for Du Maurier, Herbert Tareyton, Kent, L & M, Marlboro, Old Gold, Parliament, Regent, Sano, Viceroy, Vogue, Winston, Other.**

**b. Ask for Du Maurier, Encore, Herbert Tareyton (filter), Kent, L & M, Marlboro, Old Gold (filter), Parliament, Regent, Sano (filter), Viceroy, Vogue, Winston, Other.**

**c. Good buy, Higher priced for money, Not a good buy, Don't know.**

	Higher priced	Good buy	Not a good buy	Don't know
Du Maurier	40-1	42-1	2	3
Encore	2	42-4	5	6
Herbert Tareyton (filter)	3	42-7	8	9
Kent	4	42-0	X	Y
L & M	5	43-1	2	3
Marlboro	6	43-4	5	6
Old Gold (filter)	7	43-7	8	9
Parliament	8	43-0	X	Y
Regent	41-1	44-1	2	3
Sano (filter)	2	44-4	5	6
Viceroy	3	44-7	8	9
Vogue	4	44-0	X	Y
Winston	5	45-1	2	3
Other	6			
Don't know	7			

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price?  
(RECORD ABOVE)

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Parliaments, Marlboros, other) cost more than other brands?

Parliaments:

46-

47-

Don't know \_\_\_\_\_ 47-Y

Marlboros:

48-

49-

Don't know \_\_\_\_\_ 49-Y

Other:

50-

51-

Don't know \_\_\_\_\_ 51-Y

1001251834

- 20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	<u>Best</u>	<u>Worst</u>
Activated charcoal filter	52-1	53-1
Asbestos	2	2
Cellulose acetate filter	3	(Ask b)
Cotton	4	4
Paper filter	5	5
Purocel filter	6	6
None	7	(Skip to c)
Don't know	8	(Skip to 21)

- b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	<u>b.</u> Has best	<u>d.</u> Has worst
<u>Yes:</u>		
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

- c. Which one of the materials on the card do you think would do the worst job of filtering (RECORD ABOVE)?

- d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size or a king-size cigarette?

Regular size \_\_\_\_\_ 61-1 Long-size (vol.) \_\_\_\_\_ 4  
 King-size \_\_\_\_\_ 2 Either \_\_\_\_\_ 5  
 In-between (vol.) \_\_\_\_\_ 3 Don't know \_\_\_\_\_ 6

22. What is your occupation?

Executive and professional \_\_\_\_\_ 62-1  
 Small business proprietor \_\_\_\_\_ 2  
 White collar \_\_\_\_\_ 3  
 Personal service and protective \_\_\_\_\_ 4  
 Factory labor \_\_\_\_\_ 5  
 Non-factory labor \_\_\_\_\_ 6  
 Farm proprietor \_\_\_\_\_ 7  
 Farm labor \_\_\_\_\_ 8  
 Housewife \_\_\_\_\_ 9  
 Other \_\_\_\_\_ 0

- 23a. Are you married or single?

Married \_\_\_\_\_ 63-1 (Ask b)  
 Single \_\_\_\_\_ 2  
 Divorced \_\_\_\_\_ 3 (Skip to 24)  
 Widowed \_\_\_\_\_ 4

- b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes \_\_\_\_\_ 64-1  
 Does not live with respondent (vol.) \_\_\_\_\_ 2

Smokes:

Du Maurier	65-1	Regent	66-1
Encore	2	Sano (filter)	2
Herbert Tareyton (filter)	3	Viceroy	3
Kent	4	Vogue	4
L & M	5	Winston	5
Marlboro	6	Other filter	6
Old Gold (filter)	7	Non-filter brand	7
Parliament	8	Don't know	8

1001251835

XA: 5-6 67-2

24. The makers of Parliament are considering making some changes in the present Parliament. I'd like to give you five packages of each of two different types they are considering to see which you like best:

There is one difference you will notice before you even smoke them. When you open the package, you will find that one of the ways in which they differ from each other is that one has what they call a recessed filter—the filter doesn't come the whole way out to the end of the cigarette. The other type has a flush filter, one cut off even with the end of the cigarette.

Just so we'll know what cigarette we are talking about, let's call one of them the "recessed tipped" cigarette and the other the "flush tipped" cigarette.

The two different types would sell for different prices.

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about  around here, while most brands of filter-tipped cigarettes like Winstons or Viceroy's sell for about  a pack.

The cigarettes with recessed tips would sell for  and those with flush tips would sell for: (Winston price)

(Winston price plus 2 $\frac{1}{2}$ )  67-0

(Winston price plus 4 $\frac{1}{2}$ )  X

(Winston price plus 7 $\frac{1}{2}$ )  Y, the same price as present Parliament.

#### MARK PRICE ON EACH CARTON AS YOU GIVE THEM TO RESPONDENT

I'll call back in about a week, after you have had a chance to smoke both kinds and become familiar with them, to see which you like best. When would be a good time for me to call?

#### QUESTIONS 25-27 OMITTED ON THIS FORM

		<u>FACTUAL</u>	
Name of Respondent:	Sex:	Economic level:	
Street:	Male: 68-1	A: 68-7	
Town:	Female: 2	B: 8	
Callback date:	Age: 18-24	C: 9	
Time:	25-34	D: 0	
	35-49	Race:	
	50 and over	White: 68-X	
		Negro: Y	
	Interview Date	(month)	(day)
	Interviewer's Initials: _____		

1001251836

We are testing several different types of Parliaments, so I'd like to check to see just which ones I gave you. I think I gave you one type which would sell for \_\_\_\_\_ the same as Winstons or Viceroys. That type had recessed tips. And then I gave you some others which would sell for: \_\_\_\_\_ (Winston price plus: 2¢) \_\_\_\_\_ (Winston price plus: 4¢) \_\_\_\_\_

(Winston price plus: 7¢) \_\_\_\_\_ (the same price as present Parliaments)

The \_\_\_\_\_ ones had flush tips. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	Recessed	Flush
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8
3 packs or over	4	9
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

Recessed

12-

13-

Don't know ..... 13-Y

Flush

14- TERMINATE

15-

Don't know ..... 15-Y

Both

16-

17-

Don't know ..... 17-Y

29a. Leaving aside the difference in price, which of the two cigarettes do you like better?

a. \_\_\_\_\_ d. \_\_\_\_\_

Recessed ..... 18-1 (Skip to 31) ..... 18-5 (Ask e)

Flush ..... 2 (Ask b) ..... 6 (Skip to 32)

No difference ..... 3 } (Skip to d) XXXX } (Skip to 32)

Don't know ..... 4 }

b. Would you say you liked them a lot better or only a little better than the ones with the recessed tips?

Lot better ..... 19-1

Little better ..... 2

Don't know ..... 3

c. Why did you like them better?

20-

21-

Don't know ..... 21-Y

d. Now considering everything, taste, price, package and the filter, which do you think you would be most apt to buy? (RECORD ABOVE)

e. Why would you be more apt to buy the ones with the recessed tips instead of the others?

22- }  
23- } (Skip to 32)

Don't know ..... 23-Y

**QUESTION 30 OMITTED ON THIS FORM.**

31a. Would you say you like the ones with recessed tips a lot better or only a little better than the others?

Lot better ..... 19-1

Little better ..... 2

Don't know ..... 3

b. Why do you like them better?

20-

21-

Don't know ..... 21-Y

1001251837

**ASK EVERYONE**

32a. How did they (the ones you would smoke) compare to your regular brand? Would you say you liked them a lot better than your regular brand, only a little better, about the same, not quite as well or not nearly as well as your regular brand?

- |                   |      |         |
|-------------------|------|---------|
| Lot better        | 24-1 | (Ask b) |
| Little better     | 2    |         |
| About the same    | 3    |         |
| Not quite as well | 4    |         |
- Not nearly as well 5 (Skip to 35)
- Don't know 6 (Ask b)

b. If they were on sale in the stores, do you think you would switch to them or would you continue to smoke your present regular brand?

- |                       |      |
|-----------------------|------|
| Switch to Parliament  | 25-1 |
| Continue with present | 2    |
| Don't know            | 3    |

**QUESTIONS 33, 34 OMITTED ON THIS FORM.**

35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?

28-

29-

Don't know 29-Y

1001751838

36a. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones with recessed tips? Any others? (HAND RESPONDENT YELLOW CARD)

	a.	b.
	Recessed	Flush
1. Tastes like a real cigarette	30-1	32-1
2. Man's cigarette	2	2
3. The cleanest smoke	3	3
4. High class	4	4
5. Snobbish	5	5
6. Poorly made	6	6
7. Too expensive	7	7
8. Good value for money	8	8
9. Hard to draw on	9	9
10. Good flavor	0	0
11. Not enough taste	X	X
12. More attractive tip	Y	Y
13. Too strong	31-1	33-1
14. Superior quality	2	2
15. Odd or peculiar taste	3	3
16. Mild	4	4
17. Up-to-date	5	5
18. Distinctive	6	6
19. Satisfying	7	7
20. Easy to draw on	8	8
21. Popular with women	9	9
22. For me	0	0
23. Not for me	X	X
None or don't know	Y	Y

b. How about the ones with flush tips? Which words or phrases would you use to describe them?  
(RECORD ABOVE) Any others?

37a. Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?

Recessed	34-1	} (Ask b)
Flush	2	
No difference or don't know		3 (Skip to 39)

b. Why do you think that one has the better taste or flavor?

35-

36-

Don't know.....36-Y

QUESTION 38 OMITTED ON THIS FORM!

39a. Which type of cigarette package do you like best—this kind of a box, the kind of box that the usual Parliaments come in, or the soft package that most cigarettes come in?

This box	40-1	} (Ask b)
Parliament box	2	

Soft package

Don't know

4 (Skip to 41)

b. Why do you like that kind better?

41-

42-

Don't know.....42-Y

QUESTION 40 OMITTED ON THIS FORM!

41a. As far as the filters themselves were concerned, which did you prefer, the recessed filters or the flush filters?

Recessed	46-1	} (Ask b)
Flush	2	
Don't know	3	

b. Why do you like recessed filters better?

47-

48-

Don't know.....48-Y

c. Why don't you like recessed filter tips as well?

49-

50-

Don't know.....50-Y

1001751839

42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and the ones you usually smoke?

Yes \_\_\_\_\_ 51-1 (Ask b)  
 No \_\_\_\_\_ 2 } (Skip to 43)  
 Don't know \_\_\_\_\_ 3

b. Which did you prefer as far as length goes?

Usual \_\_\_\_\_ 51-4  
 Test: \_\_\_\_\_ 5  
 Don't know \_\_\_\_\_ 6

43. Would you be inclined to recommend the new Parliament to a friend? (If "yes") Which ones?

Yes:  
 Recessed \_\_\_\_\_ 52-1  
 Flush \_\_\_\_\_ 2  
 Either or both \_\_\_\_\_ 3  
 No \_\_\_\_\_ 4  
 Don't know \_\_\_\_\_ 5

1001251840

**XB6**

Job No. 861 March, 1956 Number \_\_\_\_\_ Place \_\_\_\_\_  
 Screen Interview No. \_\_\_\_\_

**FOR PINK AND BLUE QUESTIONNAIRES ONLY:**

**CROSS-SECTION** \_\_\_\_\_ 10-1

**OVERSAMPLE** \_\_\_\_\_ 2

**4. How long ago did you first start to smoke filter tips regularly?**

Less than 3 mos. \_\_\_\_\_ 11-1

3 mos. — less than 9 mos. \_\_\_\_\_ 2

9 mos. — less than 1½ yrs. \_\_\_\_\_ 3

1½ yrs. — less than 2½ yrs. \_\_\_\_\_ 4

2½ yrs. — less than 3½ yrs. \_\_\_\_\_ 5

3½ yrs. or more \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

**5. Why did you first start to smoke filter tips regularly?**

12-

13-

Don't know \_\_\_\_\_ 13-Y

**6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?**

Always smoked filters (vol.) \_\_\_\_\_ 14-1

Camels \_\_\_\_\_ 2

Chesterfield:

Regular \_\_\_\_\_ 3

King \_\_\_\_\_ 4

Herbert Tareyton \_\_\_\_\_ 5

Kool \_\_\_\_\_ 6

Lucky Strike \_\_\_\_\_ 7

Old Gold:

Regular \_\_\_\_\_ 8

King \_\_\_\_\_ 9

Pall Mall \_\_\_\_\_ 15-1

Philip Morris:

Regular \_\_\_\_\_ 2

King \_\_\_\_\_ 3

Spud \_\_\_\_\_ 4

Other regular \_\_\_\_\_ 5

Other king \_\_\_\_\_ 6

No regular brand \_\_\_\_\_ 7

Don't know \_\_\_\_\_ 8

1001251841

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	7a.	7b.	8a.	9a.	10a.	11a.	12a.	
	Never heard of	Brand	First switch	Second switch	Present	Have smoked but never regularly	Tried smoked regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2
Du Maurier	2	2	2	2	2	2	4	5
Encore	3	3	3	3	3	3	7	8
Herbert Tareyton (filter)	4	4	4	4	4	0	X	(Ask b for Parliament and/or Marlboro and one other brand if "X'd") Y
Kent	5	5	5	5	5	29-1	2	3
Kool	6	6	6	6	6	4	5	6
L & M	7	7	7	7	7	7	7	8
Marlboro (filter)	8	8	8	8	8	0	X	and one "X'd" Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2
Parliament	2	2	2	2	2	2	4	5
Spud	3	3	3	3	3	3	7	8
Viceroy	4	4	4	4	4	0	X	6
Winston	5	5	5	5	5	31-1	2	3
Other filter	XXX	XXX	6	6	6	4	5	6
No regular brand	XXX	XXX	7 to 11	7	7	XXX	XXX	XXX
Still smoking brand	XXX	XXX	XXX	8 to 12	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX
Don't know	XXX	XXX	0 to 9a	0 to 10a	0	0	XXX	XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them). (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

a. Is there any particular reason why you have never tried (Marlboro, Parliament, others)?

" Marlboro:

34-

35-

None or don't know 35-Y

Parliaments:

32-

33-

None or don't know 33-Y

Other:

36-

37-

None or don't know 37-Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38-

39-

Don't know ... 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know ... 41-Y

1001251842

10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)

b. Why did you switch from (brand in 9a) to (brand in 10a)?  
\_\_\_\_\_  
42-

c. How long have you been smoking your present brand?  
\_\_\_\_\_  
43-

Don't know \_\_\_\_\_. 43-Y  
\_\_\_\_\_

11a. And your present brand is \_\_\_\_\_ is that right? (RECORD AT LEFT IN 11a, COLUMN)

b. Why did you switch to that brand from your previous brand?  
\_\_\_\_\_  
44-

\_\_\_\_\_  
45-

Don't know \_\_\_\_\_. 45-Y  
\_\_\_\_\_

c. How long have you been smoking your present brand?  
Less than 3 mos. \_\_\_\_\_. 46-1  
3 mos.—less than 9 mos. \_\_\_\_\_. 2  
9 mos.—less than 1½ yrs. \_\_\_\_\_. 3  
1½ yrs.—less than 2½ yrs. \_\_\_\_\_. 4  
2½ yrs.—less than 3½ yrs. \_\_\_\_\_. 5  
3½ yrs.—or over \_\_\_\_\_. 6  
Don't know \_\_\_\_\_. 7

12. Are there any other things you particularly like about your present brand that you have not mentioned?  
\_\_\_\_\_  
47-

\_\_\_\_\_  
48-

Don't know \_\_\_\_\_. 48-Y  
\_\_\_\_\_

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a, COLUMN)

**IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'D BRAND, IF ANY**

13b. Why didn't you ever smoke (Marlboro, Parliaments, other) as your regular brand?  
\_\_\_\_\_  
Marlboro: \_\_\_\_\_ 51-

Parliaments: \_\_\_\_\_ 52-

Other: \_\_\_\_\_ 53-

Don't know \_\_\_\_\_. 52-Y  
\_\_\_\_\_

Parliaments: \_\_\_\_\_ 49-

Marlboro: \_\_\_\_\_ 50-

Other: \_\_\_\_\_ 51-Y  
Don't know \_\_\_\_\_. 50-Y  
\_\_\_\_\_

Other: \_\_\_\_\_ 53-

Don't know \_\_\_\_\_. 54-

Don't know \_\_\_\_\_. 54-Y  
\_\_\_\_\_

#### ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX
Go back to non-filter:		
Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX
None	X	X (Skip to 15)
Don't know	Y	Y (to 15)

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know \_\_\_\_\_. 60-Y  
\_\_\_\_\_

1001251843

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Kents, etc.)? Any others? (Which of the words and phrases on the card would you use to describe (L & M, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Kents	L & M
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a housewife, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a housewife, etc.) (even if you don't actually know one)?

	House-wife	English-man	Glamorous movie actress	Male college student
Du Maurier	23-1	24-1	25-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001251844

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them \_\_\_\_\_ 35-1

OR

A few stores don't carry them, but most stores do \_\_\_\_\_ 2

OR

While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3

OR

Only a few stores carry your regular brand \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

b. Did you buy any filter tip cigarettes yesterday (Saturday) either for yourself or someone else?

Yes \_\_\_\_\_ 36-1 (Ask c)

No \_\_\_\_\_ 2 } (Skip to 19)

Don't know \_\_\_\_\_ 3 }

c. How many did you buy?

	By the pack	By the carton
1 pack	37-1	5
2 packs	2	6
3 - 9 packs	3	7
10 or more packs (not carton)	4	8

d. Where did you buy them?

Drugstore	38-1	Vending machine	4
News-cigar stand or store	2	Other	5
Grocery store or supermarket	3	Don't know	6

e. Who did you buy the cigarettes for?

Self	38-7
Other, member of family	8
Other, not member of family	9
Don't know	0

19a. To your knowledge, is the price of some filter tip brands higher than others; or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b)

All the same	2
Don't know	3

19b. Which filter tip brands would you say are the higher-priced brands?

a. Higher priced for money goodbuy  
b. Good buy  
c. Not a goodbuy  
Don't know

Du Maurier	40-1	42-1	2	3
Encore	2	42-4	5	6
Herbert Tareyton (filter)	3	42-7	8	9
Kent	4	42-0	X	Y
L & M	5	43-1	2	3
Marlboro	6	43-4	5	6
Old Gold (filter)	7	43-7	8	9
Parliament	8	43-0	X	Y
Regent	41-1	44-1	2	3
Sano (filter)	2	44-4	5	6
Viceroy	3	44-7	8	9
Vogue	4	44-0	X	Y
Winston	5	45-1	2	3
Other	6			
Don't know	7			

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price?  
(RECORD ABOVE)

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY.

d. Why do you think (Marlboros, Parliaments, other) cost more than other brands?

Marlboros:

48-

49-

Don't know \_\_\_\_\_ 49-Y

Parliaments:

46-

47-

Don't know \_\_\_\_\_ 47-Y

Other:

50-

51-

Don't know \_\_\_\_\_ 51-Y

1001251845

20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	<u>a.</u> <u>Best</u>	<u>c.</u> <u>Worst</u>
Activated charcoal filter	52-1	53-1
Asbestos	2	2
Cellulose acetate filter	3	(Ask b)
Cotton	4	4
Paper filter	5	5
Purocel filter	6	6
None	7	(Skip to c)
Don't know	8	8

b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

<u>Yes:</u>	<u>b.</u> Has best	<u>d.</u> Has worst
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

c. Which one of the materials on the card do you think would do the worst job of filtering (RECORD ABOVE)

d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size?

Regular size \_\_\_\_\_ 61-1      Long-size (vol.) \_\_\_\_\_ 4  
 King-size \_\_\_\_\_ 2      Either \_\_\_\_\_ 5  
 In-between \_\_\_\_\_ 3      Don't know \_\_\_\_\_ 6

22. What is your occupation?

Executive and professional \_\_\_\_\_ 62-1  
 Small business proprietor \_\_\_\_\_ 2  
 White collar \_\_\_\_\_ 3  
 Personal service and protective \_\_\_\_\_ 4  
 Factory labor \_\_\_\_\_ 5  
 Non-factory labor \_\_\_\_\_ 6  
 Farm proprietor \_\_\_\_\_ 7  
 Farm labor \_\_\_\_\_ 8  
 Housewife \_\_\_\_\_ 9  
 Other \_\_\_\_\_ 0

23a. Are you married or single?

Married \_\_\_\_\_ 63-1 (Ask b)  
 Single \_\_\_\_\_ 2  
 Divorced \_\_\_\_\_ 3 (Skip to 24)  
 Widowed \_\_\_\_\_ 4

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes \_\_\_\_\_ 64-1  
 Does not live with respondent (vol.) \_\_\_\_\_ 2  
 Smokes:  
 Du Maurier \_\_\_\_\_ 65-1      Regent \_\_\_\_\_ 66-1  
 Encore \_\_\_\_\_ 2      Sano (filter) \_\_\_\_\_ 2  
 Herbert Tareyton (filter) \_\_\_\_\_ 3      Viceroy \_\_\_\_\_ 3  
 Kent \_\_\_\_\_ 4      Vogue \_\_\_\_\_ 4  
 L & M \_\_\_\_\_ 5      Winston \_\_\_\_\_ 5  
 Marlboro \_\_\_\_\_ 6      Other filter \_\_\_\_\_ 6  
 Old Gold (filter) \_\_\_\_\_ 7      Non-filter brand \_\_\_\_\_ 7  
 Parliament \_\_\_\_\_ 8      Don't know \_\_\_\_\_ 8

1001751846

X-B 5-6 67-7

24. The makers of Parliament are considering making some changes in the present Parliament. I'd like to give you five packages of each of two different types they are considering to see which you like best.

There is one difference you will notice before you even smoke them. When you open the package, you will find that one of the ways in which they differ from each other is that one has what they call a recessed filter—the filter doesn't come the whole way out to the end of the cigarette. The other type has a flush filter, one cut off even with the end of the cigarette.

Just so we'll know what cigarette we are talking about; let's call one of them the "recessed tipped" cigarette and the other the "flush tipped" cigarette.

The two different types would sell for different prices.

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about \_\_\_\_\_¢ around here, while most brands of filter-tip cigarettes like Winstons or Viceroy's sell for about \_\_\_\_\_¢ a pack.

(Winston price plus 2¢) \_\_\_\_\_ 67-0

(Winston price plus 4¢) \_\_\_\_\_ X

(Winston price plus 7¢) \_\_\_\_\_ Y, the same price as present Parliament.

—and those with flush tips would sell for (Winston price)

**MARK PRICE ON EACH CARTON AS YOU GIVE THEM TO RESPONDENT**

I'll call back in about a week, after you have had a chance to smoke both kinds and become familiar with them, to see which you like best. When would be a good time for me to call?

**QUESTIONS 25-27 OMITTED ON THIS FORM**

Name of Respondent:	<b>FACTUAL</b>		
Street:	Sex:	Economic level:	
Town:	Male	68-1	A 68-7
Callback date:	Female	2	B 8
Time:	Age:	C 9	D 0
	18-24 68-3		
	25-34 4	Race:	
	35-49 5	White 68-X	
	50 and over 6	Negro Y	
	Interview Date (month)	(day)	

Interviewer's Initials \_\_\_\_\_

100125184

We are testing several different types of Parliaments, so I'd like to check to see just which ones I gave you. I think I gave you one type which would sell for:

(Winston price plus 2f) \_\_\_\_\_  
 (Winston price plus 3f) \_\_\_\_\_  
 (Winston price plus 4f) \_\_\_\_\_

(Winston price plus 7f) \_\_\_\_\_, the same price as present Parliaments

That type had recessed tips. And then I gave you some others which would sell for \_\_\_\_\_ f, the same as Winstons or Vice-roys. The \_\_\_\_\_ f ones had flush tips. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	<u>Recessed</u>	<u>Flush</u>
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8
3+ packs or over	4	9
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?  
Recessed

12-

13-

Don't know ..... 13-Y

Flush

14-

15-

Don't know ..... 15-Y

Both

16-

17-

Don't know ..... 17-Y

29a. Leaving aside the difference in price, which of the two cigarettes do you like better?

Recessed ..... 18-1 (Ask b) 18-5 (Skip to 32)

Flush ..... 2 (Skip to 31)

No difference ..... 3 (Skip to 32)

Don't know ..... 4 (Skip to 32)

b. Would you say you liked the ones with the recessed tips a lot better or only a little better than others?

Lot better ..... 19-1

Little better ..... 2

Don't know ..... 3

c. Why did you like them better?

19-2 (Skip to 32)

20- (Skip to 32)

21-

Don't know ..... 21-Y

d. Now considering everything, taste, price, package and the filter, which do you think you would be most apt to buy? (RECORD ABOVE)

e. Why would you be more apt to buy the ones with the flush tips instead of the others?

22- (Skip to 32)

23- Don't know ..... 23-Y

QUESTION 30 OMITTED ON THIS FORM.

31a. Would you say you like the ones with the flush tips a lot better or only a little better than others?

Lot better ..... 19-1

Little better ..... 2

Don't know ..... 3

b. Why do you like them better?

20-

21-

Don't know ..... 21-Y

1001251848

**ASK EVERYONE** Did you notice how different these new PARLIAMENTS are from your regular brand? Would you like them?

32a. How did they (the ones you would smoke) compare to your regular brand? Would you say you liked them a lot better than your regular brand, only a little better, about the same, not quite as well or not nearly as well as your regular brand?

- |                   |      |         |
|-------------------|------|---------|
| Lot better        | 24-1 | (Ask b) |
| Little better     | 2    |         |
| About the same    | 3    |         |
| Not quite as well | 4    |         |
- Not nearly as well \_\_\_\_\_ 5 (Skip to 35)
- Don't know \_\_\_\_\_ 6 (Ask b)

b. If they were on sale in the stores, do you think you would switch to them or would you continue to smoke your present regular brand?

Switch to Parliament \_\_\_\_\_ 25-1

Continue with present \_\_\_\_\_ 2

Don't know \_\_\_\_\_ 3

**QUESTIONS 33, 34 OMITTED ON THIS FORM!**

35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?

- |                                  |   |
|----------------------------------|---|
| 1. They taste like old tobacco.  | 2 |
| 2. They taste like old tobacco.  | 2 |
| 3. They taste like old tobacco.  | 2 |
| 4. They taste like old tobacco.  | 2 |
| 5. They taste like old tobacco.  | 2 |
| 6. They taste like old tobacco.  | 2 |
| 7. They taste like old tobacco.  | 2 |
| 8. They taste like old tobacco.  | 2 |
| 9. They taste like old tobacco.  | 2 |
| 10. They taste like old tobacco. | 2 |
| 11. They taste like old tobacco. | 2 |
| 12. They taste like old tobacco. | 2 |
| 13. They taste like old tobacco. | 2 |
| 14. They taste like old tobacco. | 2 |
| 15. They taste like old tobacco. | 2 |
| 16. They taste like old tobacco. | 2 |
| 17. They taste like old tobacco. | 2 |
| 18. They taste like old tobacco. | 2 |
| 19. They taste like old tobacco. | 2 |
| 20. They taste like old tobacco. | 2 |
| 21. They taste like old tobacco. | 2 |
| 22. They taste like old tobacco. | 2 |
| 23. They taste like old tobacco. | 2 |
| 24. They taste like old tobacco. | 2 |
| 25. They taste like old tobacco. | 2 |
| 26. They taste like old tobacco. | 2 |
| 27. They taste like old tobacco. | 2 |
| 28. They taste like old tobacco. | 2 |
| 29. They taste like old tobacco. | 2 |

Don't know \_\_\_\_\_ 29-Y

1001-251849

**36a.** Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones with recessed tips? Any others? (HAND: RESPONDENT YELLOW CARD)

	a.	b.
Recessed	Flush	
1. Tastes like a real cigarette	30-1	32-1
2. Man's cigarette	2	2
3. The cleanest smoke	3	3
4. High class	4	4
5. Snobbish	5	5
6. Poorly made	6	6
7. Too expensive	7	7
8. Good value for money	8	8
9. Hard to draw on	9	9
10. Good flavor	0	0
11. Not enough taste	X	X
12. More attractive tip	Y	Y
13. Too strong	31-1	33-1
14. Superior quality	2	2
15. Odd or peculiar taste	3	3
16. Mild	4	4
17. Up-to-date	5	5
18. Distinctive	6	6
19. Satisfying	7	7
20. Easy to draw on	8	8
21. Popular with women	9	9
22. For me	0	0
23. Not for me	X	X
None or don't know	Y	Y

b. How about the ones with flush tips? Which words or phrases would you use to describe them? (RECORD ABOVE) Any others?

**37a.** Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?

Recessed	34-1	{ (Ask b)
Flush	2	
No difference or don't know		{ (Skip to 39)

b. Why do you think that one has the better taste or flavor?

35-

36-

Don't know.....36-Y

**QUESTION 38 OMITTED ON THIS FORM!**

**39a.** Which type of cigarette package do you like best—this kind of a box, the kind of box that the usual Parliaments come in, or the soft package that most cigarettes come in?

This box	40-1	{ (Ask b)
Parliament box	2	
Soft package		3

Don't know.....4 { (Skip to 41)

41-

b. Why do you like that kind better?

42-

43-

44-

45-

46-

47-

48-

49-

50-

Don't know.....42-Y

**QUESTION 40 OMITTED ON THIS FORM.**

**41a.** As far as the filters themselves were concerned, which did you prefer, the recessed filters or the flush filters?

Recessed	46-1	{ (Ask b)
Flush	2	
Don't know		{ (Skip to 42)

b. Why do you like recessed filters better?

47-

48-

49-

50-

Don't know.....48-Y

c. Why don't you like recessed filter tips as well?

1001251850

Don't know.....50-Y

42a. How about the length of the cigarettes? Did you notice any difference between the lengths of these cigarettes and the ones you usually smoke?

Yes \_\_\_\_\_ 51-1 (Ask b)  
No \_\_\_\_\_ 2 }  
Don't know \_\_\_\_\_ 3 } (Skip to 43)

b. Which did you prefer as far as length goes?

Usual \_\_\_\_\_ 51-4  
Tent \_\_\_\_\_ 5  
Don't know \_\_\_\_\_ 6

43. Would you be inclined to recommend the new Parliaments to a friend? (If "yes") Which ones?

Yes:  
Recessed \_\_\_\_\_ 52-1  
Flush \_\_\_\_\_ 2  
Either or both \_\_\_\_\_ 3  
No \_\_\_\_\_ 4  
Don't know \_\_\_\_\_ 5

1001251831

PA1  
PA3

Job No. 861 March, 1956 Number:

Place

Screen Interview No.

FOR PINK AND BLUE QUESTIONNAIRES ONLY:

CROSS-SECTION 10-1

OVERSAMPLE 2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. 11-1

3 mos. — less than 9 mos. 2

9 mos. — less than 1½ yrs. 3

1½ yrs. — less than 2½ yrs. 4

2½ yrs. — less than 3½ yrs. 5

3½ yrs. or more 6

Don't know 7

5. Why did you first start to smoke filter tips regularly?

12-

13-

Don't know 13-Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) 14-1

Camels 2

Chesterfield:

Regular 3

King 4

Herbert Tareyton 5

Kool 6

Lucky Strike 7

Old Gold:

Regular 8

King 9

Pell Mall 15-1

Philip Morris:

Regular 2

King 3

Spud 4

Other regular 5

Other king 6

No regular brand 7

Don't know 8

1001751852

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	<u>7a.</u>	<u>7b.</u>	<u>8a.</u>	<u>9a.</u>	<u>10a.</u>	<u>11a.</u>	<u>12a.</u>	<u>13a.</u>
	Never heard of tried	Brand never started on	First switch	Second switch	Present	Have smoked regularly	Tried smoked but never regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2
Du Maurier	2	2	2	2	2	2	4	5
Encore	3	3	3	3	3	3	7	8
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X
Kent	5	5	5	5	5	5	29-1	2
Kool	6	6	6	6	6	6	4	5
L & M	7	7	7	7	7	7	7	8
Marlboro (filter)	8	8	8	8	8	8	0	X
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2
Parliament	2	2	2	2	2	2	4	5
Spud	3	3	3	3	3	3	7	8
Viceroy	4	4	4	4	4	4	0	X
Winston	5	5	5	5	5	5	31-1	2
Other filter	XXX	XXX	6	6	6	6	4	5
No regular brand	XXX	XXX	7 to 11	7	7	7	XXX	XXX
Still smoking brand	XXX	XXX	XXX	8 to 12	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX
Don't know	XXX	XXX	0 to 9a	0 to 10a	0	0	XXX	XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)  
c. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?

Parliaments:

32-

Marlboro:

34-

Other:

36-

None or don't know

37-

None or don't know

38-

None or don't know

39-

None or don't know

40-

None or don't know

41-

None or don't know

42-

None or don't know

43-

None or don't know

44-

None or don't know

45-

None or don't know

46-

None or don't know

47-

None or don't know

48-

None or don't know

49-

None or don't know

50-

None or don't know

51-

None or don't know

52-

None or don't know

53-

None or don't know

54-

None or don't know

55-

None or don't know

56-

None or don't know

57-

None or don't know

58-

None or don't know

59-

None or don't know

60-

None or don't know

61-

None or don't know

62-

None or don't know

63-

None or don't know

64-

None or don't know

65-

None or don't know

66-

None or don't know

67-

None or don't know

68-

None or don't know

69-

None or don't know

70-

None or don't know

71-

None or don't know

72-

None or don't know

73-

None or don't know

74-

None or don't know

75-

None or don't know

76-

None or don't know

77-

None or don't know

78-

None or don't know

79-

None or don't know

80-

None or don't know

81-

None or don't know

82-

None or don't know

83-

None or don't know

84-

None or don't know

85-

None or don't know

86-

None or don't know

87-

None or don't know

88-

None or don't know

89-

None or don't know

90-

None or don't know

91-

None or don't know

92-

None or don't know

93-

None or don't know

94-

None or don't know

95-

None or don't know

96-

None or don't know

97-

None or don't know

98-

None or don't know

99-

None or don't know

100-

None or don't know

101-

None or don't know

102-

None or don't know

103-

None or don't know

104-

None or don't know

105-

None or don't know

106-

None or don't know

107-

None or don't know

108-

None or don't know

109-

None or don't know

110-

None or don't know

111-

None or don't know

112-

None or don't know

113-

None or don't know

114-

None or don't know

115-

None or don't know

116-

None or don't know

117-

None or don't know

118-

None or don't know

119-

None or don't know

120-

None or don't know

121-

None or don't know

122-

None or don't know

123-

None or don't know

124-

None or don't know

125-

None or don't know

126-

None or don't know

127-

None or don't know

128-

None or don't know

129-

None or don't know

130-

None or don't know

131-

None or don't know

132-

None or don't know

133-

None or don't know

134-

None or don't know

135-

None or don't know

136-

None or don't know

137-

None or don't know

138-

None or don't know

139-

None or don't know

140-

None or don't know

141-

None or don't know

142-

None or don't know

143-

None or don't know

144-

None or don't know

145-

None or don't know

146-

None or don't know

147-

None or don't know

148-

None or don't know

149-

None or don't know

150-

None or don't know

151-

None

10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a. COLUMN)

b. Why did you switch from (brand in 9a) to (brand in 10a)?

42-

43-

Don't know 43-Y

11a. And your present brand is \_\_\_\_\_ is that right? (RECORD AT LEFT IN 11a. COLUMN)

b. Why did you switch to that brand from your previous brand?

44-

45-

Don't know 45-Y

c. How long have you been smoking your present brand?

Less than 3 mos. 46-1

3 mos.—less than 9 mos. 2

9 mos.—less than 1½ yrs. 3

1½ yrs.—less than 2½ yrs. 4

2½ yrs.—less than 3½ yrs. 5

3½ yrs.—or over 6

Don't know 7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47-

48-

Don't know 48-Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a. COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY

13b. Why didn't you ever smoke (Parliaments, Marlboro, other) as your regular brand?

Parliaments:

49-

50-

Don't know 50-Y

Marlboro:

51-

52-

Don't know 52-Y

Other:

53-

54-

Don't know 54-Y

#### ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX

Go back to non-filter:

Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX

None X X (Skip)  
Don't know Y Y to 15)

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know 60-Y

001251854

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Marlboro, etc.)? Any others? Which of the words and phrases on the card would you use to describe (Parliament, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Viceroy	Winston
1. Tastes like a teal cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a truck driver, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a truck driver, etc.) (even if you don't actually know one)?

	Truck driver	Doctor	Stenographer	Bank president
Du Maurier	23-1	24-1	25-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001251855

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them \_\_\_\_\_ 35-1

OR

A few stores don't carry them, but most stores do \_\_\_\_\_ 2

OR

While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3

OR

Only a few stores carry your regular brand \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

b. Did you buy any filter tip cigarettes yesterday, either for yourself or someone else?

Yes \_\_\_\_\_ 36-1 (Ask c)

No \_\_\_\_\_ 2 } (Skip to 19)  
Don't know \_\_\_\_\_ 3

c. How many did you buy?

By the pack	By the carton
-------------	---------------

1 pack \_\_\_\_\_ 37-1      1 carton \_\_\_\_\_ 5

2 packs \_\_\_\_\_ 2      2 cartons \_\_\_\_\_ 6

3 - 9 packs \_\_\_\_\_ 3      3 or more cartons \_\_\_\_\_ 7

10 or more packs \_\_\_\_\_ 4      Don't know \_\_\_\_\_ 8  
(not carton)

d. Where did you buy them?

Drugstore \_\_\_\_\_ 38-1      Vending machine \_\_\_\_\_ 4

News-cigar stand or store \_\_\_\_\_ 2      Other \_\_\_\_\_ 5

Grocery store or supermarket \_\_\_\_\_ 3      Don't know \_\_\_\_\_ 6

e. Who did you buy the cigarettes for?

Self \_\_\_\_\_ 38-7

Other, member of family \_\_\_\_\_ 8

Other, not member of family \_\_\_\_\_ 9

Don't know \_\_\_\_\_ 0

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b)

All the same \_\_\_\_\_ 2 } (Skip to 20)  
Don't know \_\_\_\_\_ 3

19b. Which filter tip brands would you say are the higher-priced brands?

b.

Higher priced

Du Maurier \_\_\_\_\_ 40-1

Encore \_\_\_\_\_ 2

Herbert Tareyton  
(filter) \_\_\_\_\_ 3

Kent \_\_\_\_\_ 4

L & M \_\_\_\_\_ 5

Marlboro \_\_\_\_\_ 6

Old Gold (filter) \_\_\_\_\_ 7

Parliament \_\_\_\_\_ 8

Regent \_\_\_\_\_ 41-1

Sano (filter) \_\_\_\_\_ 2

Viceroy \_\_\_\_\_ 3

Vogue \_\_\_\_\_ 4

Winston \_\_\_\_\_ 5

Other \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

#### QUESTION 19c OMITTED ON THIS FORM

IF RECORDED IN 19b, ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'D BRAND, IF ANY

d. Why do you think (Parliaments, Marlboros, other) cost more than other brands?

Parliaments:

46-

47-

Don't know \_\_\_\_\_ 47-Y

Marlboros:

48-

49-

Don't know \_\_\_\_\_ 49-Y

Other:

50-

51-

Don't know \_\_\_\_\_ 51-Y

1001251856

- 20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT: GREEN CARD) Which one of these do you think would do the best job of filtering?

	<u>Best</u>	<u>c</u>	<u>Worst</u>
Activated charcoal filter	52-1	53-1	
Asbestos	2	2	
Cellulose acetate filter	3	(Ask b)	3
Cotton	4		4
Paper filter	5		5
Parocell filter	6		6
None	7	(Skip to c)	7
Don't know	8		8

- b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	<u>b</u> Has best	<u>d</u> Has worst
<u>Yes:</u>		
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

- c. Which one of the materials on the card do you think would do the worst job of filtering (RECORD ABOVE)

- d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size or a king-size cigarette?

Regular size	61-1	Long-size (vol.)	4
King-size	2	Either	
In-between (vol.)	3	Don't know	6

22. What is your occupation?

Executive and professional	62-1
Small business proprietor	2
White collar	3
Personal service and protective	4
Factory labor	5
Non-factory labor	6
Farm proprietor	7
Farm labor	8
Housewife	9
Other	0

- 23a. Are you married or single?

Married	63-1	(Ask b)
Single	2	
Divorced	3	(Skip to 24)
Widowed	4	

- b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes	64-1
Does not live with respondent (vol.)	2
<u>Smokes:</u>	
Du Maurier	65-1
Encore	2
Herbert Tareyton (filter)	3
Kent	4
L & M	5
Marlboro	6
Old Gold (filter)	7
Parliament	8
Regent	66-1
Sano (filter)	2
Viceroy	3
Vogue	4
Winston	5
Other filter	6
Non-filter brand	7
Don't know	8

1001251857

PA 1-4 67-3

24. The makers of Parliament are considering making some changes in the present Parliament. I'd like to give you five packages of each of two different types they are considering to see which you like best.

The two different types would sell for different prices.

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about \_\_\_\_\_¢ around here, while most brands of filter-tip cigarettes like Winston's or Viceroy's sell for about \_\_\_\_\_¢ a pack.

The cigarettes in the blue packages would sell for: \_\_\_\_\_¢ (Winston price)

and the others would cost:

(Winston plus 2¢) \_\_\_\_\_ 67-0

(Winston plus 4¢) \_\_\_\_\_ X

(Winston plus 7¢) \_\_\_\_\_ Y, the same as the present Parliament

**MARK PRICES ON EACH CARTON AS YOU GIVE THEM TO RESPONDENT**

I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them to see which you like best. When would be a good time for me to call?

**QUESTIONS 25-27 OMITTED ON THIS FORM**

Name of Respondent: \_\_\_\_\_

Street: \_\_\_\_\_

Town: \_\_\_\_\_

Callback date: \_\_\_\_\_

Time: \_\_\_\_\_

**FACTUAL**

Sex:		Economic level:	
Male	68-1	A	68-7
Female	2	B	8
		C	9
		D	0
Age:			
18-24	68-3		
25-34	4	Race:	
35-49	5	White	68-X
50 and over	6	Negro	Y

Interview Date \_\_\_\_\_ (month) \_\_\_\_\_ (day)

Interviewer's Initials \_\_\_\_\_

1001251858

We are testing several different kinds of Parliaments, so I'd like to check to see just which ones I gave you. I think I gave you some Parliaments in blue packages which would sell for about \_\_\_\_\_, the same as Winstons or Viceroys, and some others which would sell for:

- (Winston price plus 2¢) \_\_\_\_\_  
 (Winston price plus 4¢) \_\_\_\_\_  
 (Winston price plus 7¢) \_\_\_\_\_, the same price as present Parliaments. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	<u>Blue</u>	<u>Other</u>
None	11-1	(Ask b) 11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 (Skip to 29)
3+ packs or over	4	9
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

<u>Blue</u>	12-	TERMINATE
13-		
Don't know	13-Y	
<u>Others</u>	14-	
15-		
Don't know	15-Y	
<u>Both</u>	16-	
17-		
Don't know	17-Y	

29a. Leaving aside the difference in price, which of the two cigarettes do you like better?

Blue 18-1 (Skip to 32) 18-5 (Ask e)

Other 2 (Ask b) 6 (Skip to 34)

No difference 3 } XXX (Skip to 34)

Don't know 4 }

b. Would you say you like those a lot better or only a little better than the ones in blue packages?

Lot better 19-1

Little better 2

Don't know 3

c. Why do you like them better?

20-

21-

Don't know 21-Y

d. Now, considering everything, taste, price, package and the filter, which do you think you would be most apt to buy? (RECORD ABOVE)

e. Why would you be more apt to buy the ones with the blue tips instead of the others?

22-

{ (Skip to 34)

23-

Don't know 23-Y

QUESTIONS 30-31 OMITTED ON THIS FORM

32. Would you say you like those in blue packages a lot better or only a little better than the others?

Lot better 19-1

Little better 2

Don't know 3

33. Why do you like them better?

20-

21-

Don't know 21-Y

1001251859

**ASK EVERYONE**

34a. If you couldn't get the present Parliaments, and the new type of Parliaments (the ones you would smoke) were the only Parliament cigarettes available, what brand of cigarettes do you think you would smoke?

New Parliament	24-1	(Ask b)
Du Maurier	2	
Encore	3	
Herbert Tareyton (filter)	4	
Kent	5	
Kool	6	
L & M		
Regular	7	
King	8	
Marlboro	9	(Skip to c)
Old Gold (filter)	25-1	
Regent	2	
Sano	3	
Viceroy	4	
Vogue	5	
Winstons	6	
Other (filter)	7	
Non-filter	8	
Don't know	9	(Skip to 35)

B. Even though you don't like them as well as the present Parliament why do you like these new Parliaments better than other filter-tip brands?

26-	{	(Skip to 35)
27-		
Don't know	27-Y	

c. Why do you like that brand better than these new Parliaments?

26-	{	(Skip to 36)
27-		
Don't know	27-Y	

35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?

28-	{	29-
29-		
Don't know	29-Y	

1001251860

36a. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones in the blue packages? Any others?

(HAND RESPONDENT: YELLOW CARD)

	a.	b.
	Blue	Others
1. Tastes like a real cigarette	30-1	32-1
2. Man's cigarette	2	2
3. The cleanest smoke	3	3
4. High class	4	4
5. Snobbish	5	5
6. Poorly made	6	6
7. Too expensive	7	7
8. Good value for money	8	8
9. Hard to draw on	9	9
10. Good flavor	0	0
11. Not enough taste	X	X
12. More attractive tip	Y	Y
13. Too strong	31-1	33-1
14. Superior quality	2	2
15. Odd or peculiar taste	3	3
16. Mild	4	4
17. Up-to-date	5	5
18. Distinctive	6	6
19. Satisfying	7	7
20. Easy to draw on	8	8
21. Popular with women	9	9
22. For me	0	0
23. Not for me	X	X
None or don't know	Y	Y

b. How about the ones in the other packages? Which words or phrases would you use to describe these?

(RECORD ABOVE) Any others?

37a. Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?

Blue	34-1	{ (Ask b)}
Others	2	

No difference or don't know 3 (Skip to 38)

b. Why do you think that one has the better taste or flavor?

35-

36-

Don't know 36-Y

38a. Just as far as appearance is concerned, which of the two do you feel has the best-looking package?

Blue	37-1	{ (Ask b)}
Others	2	

No difference or don't know 3 (Skip to 39)

b. Why do you think that one is the best looking?

38-

39-

Don't know 39-Y

39a. Which type of cigarette package do you like best—this kind of a box, the kind of box that the usual Parliaments come in, or the soft package that most cigarettes come in?

This box	{ (Ask b)}
Parliament box	
Soft package	

Don't know (Skip to 40)

b. Why do you like that kind better?

41-

42-

Don't know 42-Y

40a. Did you notice any difference in the filters in the two types of test cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes	{ (Ask b)}
Blue	
Others	

Blue 43-1

Others 2

Don't know but noticed difference 3

No - didn't notice difference 4

(Skip to 41)

b. Why did you like that one better?

44-

45-

Don't know 45-Y

1001251861

41a. Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed \_\_\_\_\_ 46-1 (Ask b)  
Even with end \_\_\_\_\_ 2 (Skip to c)  
Don't know \_\_\_\_\_ 3 (Skip to 42)

b. Why do you like recessed filters better?

47-  
48- } (Skip  
to  
42)  
Don't know ..... 48-Y

c. Why don't you like recessed filter tips as well?

49-  
50-  
Don't know ..... 50-Y

42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and the ones you usually smoke?

Yes \_\_\_\_\_ 51-1 (Ask b)  
No \_\_\_\_\_ 2 (Skip to 43)  
Don't know \_\_\_\_\_ 3

b. Which did you prefer as far as length goes?

Usual ..... 51-4  
Tent ..... 5  
Don't know ..... 6

43. Would you be inclined to recommend the new Parliaments to a friend? (If "yes") Which ones?

Yes:  
Blue ..... 52-1  
Other ..... 2  
Either or both ..... 3  
No ..... 4  
Don't know ..... 5

1001251862

PB2

PB4

Job No. 861 March, 1956 Number

Place

Screen Interview No.

FOR PINK AND BLUE QUESTIONNAIRES ONLY:

CROSS-SECTION 10-1

OVERSAMPLE 2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. 11-1

3 mos. — less than 9 mos. 2

9 mos. — less than 1½ yrs. 3

1½ yrs. — less than 2½ yrs. 4

2½ yrs. — less than 3½ yrs. 5

3½ yrs. or more 6

Don't know 7

5. Why did you first start to smoke filter tips regularly?

12-

13-

Don't know 13-Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) 14-1

Camels 2

Chesterfield:

Regular 3

King 4

Herbert Tareyton 5

Kool 6

Lucky Strike 7

Old Gold:

Regular 8

King 9

Pall Mall 15-1

Philip Morris:

Regular 2

King 3

Spud 4

Other regular 5

Other king 6

No regular brand 7

Don't know 8

1001251863

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	7a.	7b.	8a.	9a.	10a.	11a.	12a.	13a.
	Never heard of	Never started on	First switch	Second switch	Present	Have smoked regularly	Tried smoked regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2
Du Maurier	2	2	2	2	2	2	4	5
Encore	3	3	3	3	3	3	4	8
Herbert Tareyton (filter)	4	4	4	4	4	0	X	(Ask b for Parlia- ment and/or Marl- boro and one other brand if "X'd")
Kent	5	5	5	5	5	29-1	2	Y
Kool	6	6	6	6	6	4	5	6
L & M	7	7	7	7	7	7	8	9
Marlboro (filter)	8	8	8	8	8	0	X	Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2
Parliament	2	2	2	2	2	4	5	6
Spud	3	3	3	3	3	7	8	9
Viceroy	4	4	4	4	4	0	X	Y
Winston	5	5	5	5	5	31-1	2	3
Other filter	XXX	XXX	6	(Skip 7 to 11)	6	6	4	5
No regular brand	XXX	XXX	7 to 11	7	7	XXX	XXX	XXX
Still smoking brand	XXX	XXX	XXX	(Skip 8 to 12)	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX
Don't know	XXX	XXX	0 to 9a	0 to 10a	0	0	XXX	XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them). (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Marlboro, Parliament, others)?

Marlboro:

34-

None or don't know 35-

None or don't know 35-Y

Parliaments:

32-

None or don't know 33-

None or don't know 33-Y

Other:

36-

None or don't know 37-

None or don't know 37-Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38-

39-

Don't know 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know 41-Y

1001251864

10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)

b. Why did you switch from (brand in 9a) to (brand in 10a)?

42-

43-

Don't know 43-Y

11a. And your present brand is \_\_\_\_\_ is that right? (RECORD AT LEFT IN 11a, COLUMN)

b. Why did you switch to that brand from your previous brand?

44-

45-

Don't know 45-Y

c. How long have you been smoking your present brand?

Less than 3 mos. 46-1

3 mos.—less than 9 mos. 2

9 mos.—less than 1½ yrs. 3

1½ yrs.—less than 2½ yrs. 4

2½ yrs.—less than 3½ yrs. 5

3½ yrs.—or over 6

Don't know 7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47-

48-

Don't know 48-Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a, COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X&Y BRAND, IF ANY

13b. Why didn't you ever smoke (Marlboro, Parliaments, other) as your regular brand?

Marlboro:

51-

52-

Don't know 52-Y

Parliaments:

49-

50-

Don't know 50-Y

Other:

53-

54-

Don't know 54-Y

#### ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX

Go back to non-filter:

Regular size 8 XXX

King size 9 XXX

Either regular or king 0 XXX

None X X (Skip)

Don't know Y Y to 15)

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know 60-Y

1001251865

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Kents, etc.)? Any others? Which of the words and phrases on the card would you use to describe (L & M, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Kents	L & M
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	3
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	18-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a housewife, etc.)—pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a housewife, etc.) (even if you don't actually know one)?

	Glamorous	Male	Housewife	Englishman	movie actress	college student
Du Maurier	23-1	24-1	25-1	26-1		
Encore	2	2	2	2		
Herbert Tareyton (filter)	3	3	3	3		
Kent	4	4	4	4		
L & M	5	5	5	5		
Marlboro	6	6	6	6		
Old Gold (filter)	7	7	7	7		
Parliament	8	8	8	8		
Viceroy	9	9	9	9		
Winston	0	0	0	0		
Wouldn't use filter (vol.)	X	X	X	X		
Don't know	Y	Y	Y	Y		

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001251866

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them \_\_\_\_\_ 35-1

OR

A few stores don't carry them, but most stores do \_\_\_\_\_ 2

OR

While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3

OR

Only a few stores carry your regular brand \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

b. Did you buy any filter tip cigarettes yesterday (Saturday) either for yourself or someone else?

Yes \_\_\_\_\_ 36-1 (Ask c)

No \_\_\_\_\_ 2 (Skip to 19)

Don't know \_\_\_\_\_ 3

c. How many did you buy?

By the pack

By the carton

1 pack \_\_\_\_\_ 37-1 1 carton \_\_\_\_\_ 5

2 packs \_\_\_\_\_ 2 2 cartons \_\_\_\_\_ 6

3 - 9 packs \_\_\_\_\_ 3 3 or more cartons \_\_\_\_\_ 7

10 or more packs \_\_\_\_\_ 4 Don't know \_\_\_\_\_ 8  
(not carton)

d. Where did you buy them?

Drugstore \_\_\_\_\_ 38-1 Vending machine \_\_\_\_\_ 4

News-cigar stand or store \_\_\_\_\_ 2 Other \_\_\_\_\_ 5

Grocery store or supermarket \_\_\_\_\_ 3 Don't know \_\_\_\_\_ 6

e. Who did you buy the cigarettes for?

Self \_\_\_\_\_ 38-7

Other, member of family \_\_\_\_\_ 8

Other, not member of family \_\_\_\_\_ 9

Don't know \_\_\_\_\_ 0

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b)

All the same \_\_\_\_\_ 2 (Skip to 20)

Don't know \_\_\_\_\_ 3

19b. Which filter tip brands would you say are the higher-priced brands?

b.

Higher priced

Du Maurier \_\_\_\_\_ 40-1

Encore \_\_\_\_\_ 2

Herbert Tareyton  
(filter) \_\_\_\_\_ 3

Kent \_\_\_\_\_ 4

L & M \_\_\_\_\_ 5

Marlboro \_\_\_\_\_ 6

Old Gold (filter) \_\_\_\_\_ 7

Parliament \_\_\_\_\_ 8

Regent \_\_\_\_\_ 41-1

Sano (filter) \_\_\_\_\_ 2

Viceroy \_\_\_\_\_ 3

Vogue \_\_\_\_\_ 4

Winston \_\_\_\_\_ 5

Other \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

#### QUESTION 19c OMITTED ON THIS FORM

IF RECORDED IN 19b, ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Marlboros, Parliaments, other) cost more than other brands?

Marlboros:

48-

49-

Don't know \_\_\_\_\_ 49-Y

Parliaments:

46-

47-

Don't know \_\_\_\_\_ 47-Y

Other:

50-

51-

Don't know \_\_\_\_\_ 51-Y

1001251862

20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	a. Best	c. Worst
Activated charcoal filter	52-1	53-1
Asbestos	2	2
Cellulose acetate filter	3 (Ask b)	3 (Ask d)
Cotton	4	4
Paper filter	5	5
Purcel filter	6	6
None	7 (Skip to c)	7 (Skip to 21)
Don't know	8	8

b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	b. Has best	d. Has worst
<b>Yes:</b>		
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

c. Which one of the materials on the card do you think would do the worst job of filtering (RECORD ABOVE)

d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size?

Regular size 61-1 Long-size (vol.) 4

King-size 2 Either 5

In-between 3 Don't know 6

22. What is your occupation?

Executive and professional 62-1

Small business proprietor 2

White collar 3

Personal service and protective 4

Factory labor 5

Non-factory labor 6

Farm proprietor 7

Farm labor 8

Housewife 9

Other 0

23a. Are you married or single?

Married 63-1 (Ask b)

Single 2

Divorced 3 (Skip to 24)

Widowed 4

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes 64-1

Does not live with respondent (vol.) 2

Smokes:

Du Maurier 65-1 Regent 66-1

Encore 2 Sano (filter) 2

Herbert Tareyton (filter) 3 Viceroy 3

Kent 4 Vogue 4

L & M 5 Winston 5

Marlboro 6 Other filter 6

Old Gold (filter) 7 Non-filter brand 7

Parliament 8 Don't know 8

1001251868

PB 1-4 67-8

24. The makers of Parliament are considering making some changes in the present Parliament. I'd like to give you five packages of each of two different types they are considering to see which you like best.

The two different types would sell for different prices.

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about \_\_\_\_\_¢ around here, while most brands of filter-tip cigarettes like Winston's or Viceroy's sell for about \_\_\_\_\_¢ a pack.

The cigarettes in the blue packages would sell for:

(Winston plus 2¢) ..... 67-0

(Winston plus 4¢) ..... X

(Winston plus 7¢) ..... Y, the same as the present Parliament

and the others would cost .....  
(Winston price)

#### MARK PRICES ON EACH CARTON AS YOU GIVE THEM TO RESPONDENT

I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them to see which you like best. When would be a good time for me to call?

#### QUESTIONS 25-27 OMITTED ON THIS FORM

Name of Respondent: \_\_\_\_\_

Street: \_\_\_\_\_

Town: \_\_\_\_\_

Callback date: \_\_\_\_\_

Time: \_\_\_\_\_

<u>FACTUAL</u>	
<u>Sex:</u>	<u>Economic level:</u>
Male ..... 68-1	A ..... 68-7
Female ..... 2	B ..... 8
	C ..... 9
	D ..... 0
<u>Age:</u>	
18-24 ..... 68-3	
25-34 ..... 4	Race:
35-49 ..... 5	White ..... 68-X
50 and over ..... 6	Negro ..... Y

Interview Date ..... (month) ..... (day)

Interviewer's Initials .....

1001251869

We are testing several different kinds of Parliaments, so I'd like to check to see just which ones I gave you. I think I gave you some Parliaments in blue packages which would sell for:

- (Winston price plus 2f) \_\_\_\_\_  
 (Winston price plus 4f) \_\_\_\_\_  
 (Winston price plus 7f) \_\_\_\_\_, the same price as present Parliaments  
 and some others which would sell for about \_\_\_\_\_, the same as Winstons or Viceroys. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	<u>Blue</u>	<u>Others</u>
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 (Skip to 29)
3 packs or over	4	9
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

Blue

12-

13-

Don't know ..... 13-Y

Others

14-

TERM-  
INATE

15-

Don't know ..... 15-Y

Both

16-

17-

Don't know ..... 17-Y

29a. Leaving aside the difference in price, which of the two cigarettes do you like better?

<u>Blue</u>	18-1 (Ask b)	18-5 (Skip to 34)
<u>Other</u>	2 (Skip to 32)	6 (Ask b)
<u>No difference</u>	3 (Skip to d)	XXX (Skip to 34)
<u>Don't know</u>	4	8

b. Would you say you like the ones in blue packages a lot better or only a little better than others?

<u>Lot better</u>	19-1
<u>Little better</u>	2
<u>Don't know</u>	3

c. Why do you like them better?

20-

21-

Don't know ..... 21-Y

d. Now, considering everything, taste, price, package and the filter, which do you think you would be most apt to buy?

(RECORD ABOVE)

e. Why would you be more apt to buy those instead of the ones in the blue packages?

22-	
23-	(Skip to 34)

Don't know ..... 23-Y

QUESTIONS 30-31 OMITTED ON THIS FORM.

32. Would you say you like those a lot better or only a little better than the ones in blue packages?

<u>Lot better</u>	19-1
<u>Little better</u>	2
<u>Don't know</u>	3

33. Why do you like them better?

20-

21-

Don't know ..... 21-Y

1001251820

**ASK EVERYONE**

- 34a. If you couldn't get these present Parliaments, and the new type of Parliaments (the ones you would smoke) were the only Parliament cigarettes available, what brand of cigarettes do you think you would smoke?

New Parliament	24-1	(Ask b)
Du Maurier	2	
Encore	3	
Herbert Tareyton (filter)	4	
Kent	5	
Kool	6	
L & M Regular	7	
King	8	
Marlboro	9	(Skip to c)
Old Gold (filter)	25-1	
Regent	2	
Sano	3	
Viceroy	4	
Vogue	5	
Winstons	6	
Other (filter)	7	
Non-filter	8	
Don't know	9	(Skip to 35)

- b. Even though you don't like them as well as the present Parliament why do you like these new Parliaments better than other filter-tip brands?

26-  
27- } (Skip  
to  
35):

Don't know ..... 27-Y

- c. Why do you like that brand better than these new Parliaments?

26-  
27- } (Skip  
to  
36):

Don't know ..... 27-Y

35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?

28-

29-

Don't know ..... 29-Y

1001251821

36a. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones in the blue packages? Any others?  
**(HAND RESPONDENT YELLOW CARD)**

	a.	b.	Blue	Others
1. Tastes like a real cigarette	30-1	32-1		
2. Man's cigarette	2	2		
3. The cleanest smoke	3	3		
4. High class	4	4		
5. Snobbish	5	5		
6. Poorly made	6	6		
7. Too expensive	7	7		
8. Good value for money	8	8		
9. Hard to draw on	9	9		
10. Good flavor	0	0		
11. Not enough taste	X	X		
12. More attractive tip	Y	Y		
13. Too strong	31-1	33-1		
14. Superior quality	2	2		
15. Odd or peculiar taste	3	3		
16. Mild	4	4		
17. Up-to-date	5	5		
18. Distinctive	6	6		
19. Satisfying	7	7		
20. Easy to draw on	8	8		
21. Popular with women	9	9		
22. For me	0	0		
23. Not for me	X	X		
None or don't know	Y	Y		

b. How about the ones in the other packages? Which words or phrases would you use to describe these?  
**(RECORD ABOVE)** Any others?

37a. Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?

Blue	34-1	{ (Ask b)}
Others	2	

No difference or don't know 3 (Skip to 38)

b. Why do you think that one has the better taste or flavor?

35-

36-

Don't know 36-Y

38a. Just as far as appearance is concerned, which of the two do you feel has the best-looking package?

Blue	37-1	{ (Ask b)}
Others	2	

No difference or don't know 3 (Skip to 39)

b. Why do you think that one is the best looking?

38-

39-

Don't know 39-Y

39a. Which type of cigarette package do you like best—this kind of a box, the kind of box that the usual Parliaments come in, or the soft package that most cigarettes come in?

This box		{ (Ask b)}
Parliament box		
Soft package		

Don't know (Skip to 40)

b. Why do you like that kind better?

41-

42-

Don't know 42-Y

40a. Did you notice any difference in the filters in the two types of test cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes		{ (Ask b)}
Blue	43-1	
Others	2	
Don't know but noticed difference	3	{ (Skip to 41)
No—didn't notice difference	4	

b. Why did you like that one better?

44-

45-

Don't know 45-Y

1001751822

41a. Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed \_\_\_\_\_ 46-1 (Ask b)

Even with end \_\_\_\_\_ 2 (Skip to c)

Don't know \_\_\_\_\_ 3 (Skip to 42)

b. Why do you like recessed filters better?

47-  
48-  
49-  
50-  
Don't know ..... 48-Y

{ Skip  
to  
42 }

c. Why don't you like recessed filter tips as well?

49-  
50-  
Don't know ..... 50-Y

42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and the ones you usually smoke?

Yes ..... 51-1 (Ask b)

No ..... 2 } (Skip to 43)

Don't know ..... 3 }

b. Which did you prefer as far as length goes?

Usual ..... 51-4

Test ..... 5

Don't know ..... 6

43. Would you be inclined to recommend the new Parliaments to a friend? (If "yes") Which ones?

Yes:

Blue ..... 52-1

Other ..... 2

Either or both ..... 3

No ..... 4

Don't know ..... 5

1001251873

PA5

Job No. 861 March, 1956 Number

Place

Screen Interview No.

FOR PINK AND BLUE QUESTIONNAIRES ONLY:

CROSS-SECTION 10-1

OVERSAMPLE 2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. 11-1

3 mos.—less than 9 mos. 2

9 mos.—less than 1½ yrs. 3

1½ yrs.—less than 2½ yrs. 4

2½ yrs.—less than 3½ yrs. 5

3½ yrs. or more 6

Don't know 7

5. Why did you first start to smoke filter tips regularly?

12-

13-

Don't know 13-Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) 14-1

Camels 2

Chesterfield:

Regular 3

King 4

Herbert Tareyton 5

Kool 6

Lucky Strike 7

Old Gold:

Regular 8

King 9

Pall Mall 15-1

Philip Morris:

Regular 2

King 3

Spud 4

Other regular 5

Other king 6

No regular brand 7

Don't know 8

1001251874

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	7a.	7b.	8a.	9a.	10a.	11a.	12a.	Have smoked but never regularly	Tried regularly	Don't know
Never heard of		Never tried	Brand started on	First switch	Second switch	Present				
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2		
Du Maurier	2	2	2	2	2	2	4	5	6	
Encore	3	3	3	3	3	3	7	8	(Ask b for Parliament and/or Marlboro and one other brand if "X'd")	9
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X	Y	
Kent	5	5	5	5	5	5	29-1	2	3	
Kool	6	6	6	6	6	6	4	5	6	
L & M	7	7	7	7	7	7	7	7	9	
Marlboro (filter)	8	8	8	8	8	8	0	X	Y	
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2	3	
Parliament	2	2	2	2	2	2	4	5	6	
Spud	3	3	3	3	3	3	7	8		
Viceroy	4	4	4	4	4	4	0	X	Y	
Winston	5	5	5	5	5	5	31-1	2	3	
Other filter	XXX	XXX	6	6	6	6	4	5	6	
No regular brand	XXX	XXX	7 to 11	7	7	7	XXX	XXX	XXX	
Still smoking brand	XXX	XXX	XXX	8 to 12	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX	XXX	
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX	XXX	
Don't know	XXX	XXX	0 to 9a	0 to 10a	0	0	XXX	XXX	XXX	

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN):

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?

Parliaments:

32-

33-

None or don't know 33-Y

Marlboro:

34-

35-

None or don't know 35-Y

Other:

36-

37-

None or don't know 37-Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38-

39-

Don't know 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know 41-Y

1001251825

10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)

b. Why did you switch from (brand in 9a) to (brand in 10a)?

42-

43-

Don't know 43-Y

11a. And your present brand is \_\_\_\_\_ is that right? (RECORD AT LEFT IN 11a, COLUMN)

b. Why did you switch to that brand from your previous brand?

44-

45-

Don't know 45-Y

c. How long have you been smoking your present brand?

Less than 3 mos. 46-1

3 mos.—less than 9 mos. 2

9 mos.—less than 1½ yrs. 3

1½ yrs.—less than 2½ yrs. 4

2½ yrs.—less than 3½ yrs. 5

3½ yrs.—or over 6

Don't know 7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47-

48-

Don't know 48-Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a, COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY

13b. Why didn't you ever smoke (Parliaments, Marlboro, other) as your regular brand?

Parliaments:

49-

50-

Don't know 50-Y

Marlboro:

51-

52-

Don't know 52-Y

Other:

53-

54-

Don't know 54-Y

## ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX

Go back to non-filter:

Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX

None	X	X { (Skip to 15)
Don't know	Y	Y }

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know 60-Y

100-52815296

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Marlboro, etc.)? Any others? Which of the words and phrases on the card would you use to describe (Parliament, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marl-	Parlia-	Vice-	Wins-
	boro	ment	roy	ton
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a truck driver, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a truck driver, etc.) (even if you don't actually know one)?

	Truck driver	Sten- ographer	Bank president
Du Maurier	23-1	24-1	25-1
Encore	2	2	2
Herbert Tareyton (filter)	3	3	3
Kent	4	4	4
L & M	5	5	5
Marlboro	6	6	6
Old Gold (filter)	7	7	7
Parliament	8	8	8
Viceroy	9	9	9
Winston	0	0	0
Wouldn't use filter (vol.)	X	X	X
Don't know	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001251823

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them \_\_\_\_\_ 35-1

OR

A few stores don't carry them, but most stores do \_\_\_\_\_ 2

OR

While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3

OR

Only a few stores carry your regular brand \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

b. Did you buy any filter tip cigarettes yesterday, either for yourself or someone else?

Yes \_\_\_\_\_ 36-1 (Ask c)

No \_\_\_\_\_ 2 } (Skip to 19)  
Don't know \_\_\_\_\_ 3

c. How many did you buy?

<u>By the pack:</u>	<u>By the carton:</u>
---------------------	-----------------------

1 pack \_\_\_\_\_ 37-1      1 carton \_\_\_\_\_ 5

2 packs \_\_\_\_\_ 2      2 cartons \_\_\_\_\_ 6

3 - 9 packs \_\_\_\_\_ 3      3 or more cartons \_\_\_\_\_ 7

10 or more packs \_\_\_\_\_ 4      Don't know \_\_\_\_\_ 8  
(not carton).

d. Where did you buy them?

Drugstore \_\_\_\_\_ 38-1      Vending machine \_\_\_\_\_ 4

News-cigar stand or store \_\_\_\_\_ 2      Other \_\_\_\_\_ 5

Grocery store or supermarket \_\_\_\_\_ 3      Don't know \_\_\_\_\_ 6

e. Who did you buy the cigarettes for?

Self \_\_\_\_\_ 38-7

Other, member of family \_\_\_\_\_ 8

Other, not member of family \_\_\_\_\_ 9

Don't know \_\_\_\_\_ 0

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b)

All the same \_\_\_\_\_ 2 } (Skip to 20)

Don't know \_\_\_\_\_ 3

19b. Which filter tip brands would you say are the higher priced brands?

b.

Higher priced:

Do Maurier \_\_\_\_\_ 40-1

Encore \_\_\_\_\_ 2

Herbert Tareyton  
(filter) \_\_\_\_\_ 3

Kent \_\_\_\_\_ 4

L & M \_\_\_\_\_ 5

Marlboro \_\_\_\_\_ 6

Old Gold (filter) \_\_\_\_\_ 7

Parliament \_\_\_\_\_ 8

Regent \_\_\_\_\_ 41-1

Sano (filter) \_\_\_\_\_ 2

Viceroy \_\_\_\_\_ 3

Vogue \_\_\_\_\_ 4

Winston \_\_\_\_\_ 5

Other \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

#### QUESTION 19c OMITTED ON THIS FORM

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Parliaments, Marlboros, other) cost more than other brands?

Parliaments:

46-

47-

Don't know \_\_\_\_\_ 47-Y

Marlboros:

48-

49-

Don't know \_\_\_\_\_ 49-Y

Other:

50-

51-

Don't know \_\_\_\_\_ 51-Y

100-251828

20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT: GREEN CARD) Which one of these do you think would do the best job of filtering?

	<u>a.</u> Best	<u>c.</u> Worst
Activated charcoal filter	52-1	53-1
Asbestos	2	2
Cellulose acetate filter	3	(Ask b)
Cotton	4	4
Paper filter	5	5
Purocel filter	6	6
None	7	(Skip to c)
Don't know	8	8

b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	<u>b.</u> Has best	<u>d.</u> Has worst
<u>Yes:</u>		
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

c. Which one of the materials on the card do you think would do the worst job of filtering? (RECORD ABOVE)

d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size or a king-size cigarette?

Regular size \_\_\_\_\_ 61-1 Long-size (vol.) \_\_\_\_\_ 4

King-size \_\_\_\_\_ 2 Either \_\_\_\_\_ 5

In-between (vol.) \_\_\_\_\_ 3 Don't know \_\_\_\_\_ 6

22. What is your occupation?

Executive and professional \_\_\_\_\_ 62-1

Small business proprietor \_\_\_\_\_ 2

White collar \_\_\_\_\_ 3

Personal service and protective \_\_\_\_\_ 4

Factory labor \_\_\_\_\_ 5

Non-factory labor \_\_\_\_\_ 6

Farm proprietor \_\_\_\_\_ 7

Farm labor \_\_\_\_\_ 8

Housewife \_\_\_\_\_ 9

Other \_\_\_\_\_ 0

23a. Are you married or single?

Married \_\_\_\_\_ 63-1 (Ask b)

Single \_\_\_\_\_ 2

Divorced \_\_\_\_\_ 3 (Skip to 24)

Widowed \_\_\_\_\_ 4

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes \_\_\_\_\_ 64-1

Does not live with respondent (vol.) \_\_\_\_\_ 2

Smokes:

Du Maurier \_\_\_\_\_ 65-1 Regent \_\_\_\_\_ 66-1

Encore \_\_\_\_\_ 2 Sano (filter) \_\_\_\_\_ 2

Herbert Tareyton (filter) \_\_\_\_\_ 3 Viceroy \_\_\_\_\_ 3

Kent \_\_\_\_\_ 4 Vogue \_\_\_\_\_ 4

L & M \_\_\_\_\_ 5 Winston \_\_\_\_\_ 5

Marlboro \_\_\_\_\_ 6 Other filter \_\_\_\_\_ 6

Old Gold (filter) \_\_\_\_\_ 7 Non-filter brand \_\_\_\_\_ 7

Parliament \_\_\_\_\_ 8 Don't know \_\_\_\_\_ 8

100-251829

PA 5-6 67-4

24. The makers of Parliament are considering making some changes in the present Parliament. I'd like to give you five packages of each of two different types they are considering to see which you like best.

There is one difference you will notice before you even smoke them. When you open the package, you will find that one of the ways in which they differ from each other is that one has what they call a recessed filter—the filter doesn't come the whole way out to the end of the cigarette. The other type has a flush filter, one cut off even with the end of the cigarette.

Just so we'll know what cigarette we are talking about, let's call one of them the "recessed tipped" cigarette and the other the "flush tipped" cigarette.

The two different types would sell for different prices.

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about \_\_\_\_\_¢ around here, while most brands of filter-tip cigarettes like Winstons or Viceroy's sell for about \_\_\_\_\_¢ a pack.

The cigarettes with recessed tips would sell for: \_\_\_\_\_¢, and those with flush tips would sell for: \_\_\_\_\_¢  
(Winston price)

(Winston price plus 2¢) \_\_\_\_\_67-0

(Winston price plus 4¢) \_\_\_\_\_X

(Winston price plus 7¢) \_\_\_\_\_Y, the same price as present Parliament.

#### MARK PRICE ON EACH CARTON AS YOU GIVE THEM TO RESPONDENT

I'll call back in about a week, after you have had a chance to smoke both kinds and become familiar with them, to see which you like best. When would be a good time for me to call?

#### QUESTIONS 25-27 OMITTED ON THIS FORM

Name of Respondent: \_\_\_\_\_  
Street: \_\_\_\_\_  
Town: \_\_\_\_\_  
Callback date: \_\_\_\_\_  
Time: \_\_\_\_\_

#### FACTUAL

Sex:	Economic level:		
Male	68-1	A	68-7
Female	2	B	8
		C	9
Age:			
18-24	68-3	D	0
25-34	4	Race:	
35-49	5	White	68-X
50 and over	6	Negro	Y
Interview Date	(month)	(day)	
Interviewer's Initials: _____			

1001251880

We are testing several different types of Parliaments, so I'd like to check to see just which ones I gave you. I think I gave you one type which would sell for \_\_\_\_\_, the same as Winstons or Viceroys. That type had recessed tips. And then I gave you some others which would sell for:

- (Winston price plus 2¢) \_\_\_\_\_  
 (Winston price plus 4¢) \_\_\_\_\_  
 (Winston price plus 7¢) \_\_\_\_\_, the same price as present  
 Parliaments

The \_\_\_\_\_ ones had flush tips. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	<u>Recessed</u>	<u>Flush</u>
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 (Skip to 29)
3 packs or over	4	9
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

Recessed

12-

13-

Don't know ..... 13-Y

Flush

14-

TERM-  
INATE

15-

Don't know ..... 15-Y

Both

16-

17-

Don't know ..... 17-Y

29a. Leaving aside the difference in price, which of the two cigarettes do you like better?

a. \_\_\_\_\_ (Skip to 32)

Recessed ..... 18-1 (Skip to 32)

Flush ..... 2 (Ask b) (Skip to 34)

No difference ..... 3 (Skip to 34)

Don't know ..... 4 (Skip to 34)

b. Would you say you like them a lot better or only a little better than the ones with the recessed tips?

Lot better ..... 19-1

Little better ..... 2

Don't know ..... 3

c. Why do you like them better?

20-

21-

Don't know ..... 21-Y

d. Now, considering everything, taste, price, package and the filter, which do you think you would be most apt to buy? (RECORD ABOVE)

e. Why would you be more apt to buy the ones with the recessed tips instead of the others?

22-

23-

Don't know ..... 23-Y

QUESTIONS 30-31 OMITTED ON THIS FORM.

32. Would you say you like the ones with the recessed tips a lot better or only a little better than others?

Lot better ..... 19-1

Little better ..... 2

Don't know ..... 3

33. Why do you like them better?

20-

21-

Don't know ..... 21-Y

1001251881

**ASK EVERYONE**

34a. If you couldn't get these present Parliaments, and the new type of Parliaments (the ones you would smoke) were the only Parliament cigarettes available, what brand of cigarettes do you think you would smoke?

New Parliament	24-1	(Ask b)
Du Maurier	2	
Encore	3	
Herbert Tareyton (filter)	4	
Kent	5	
Kool	6	
L & M		
Regular	7	
King	8	
Marlboro	9	{ Skip to c }
Old Gold (filter)	25-1	
Regent	2	
Sano	3	
Viceroy	4	
Vogue	5	
Winstons	6	
Other (filter)	7	
Non-filter	8	
Don't know	9	{ Skip to 35 }

b. Even though you don't like them as well as the present Parliament, why do you like these new Parliaments better than other filter-tip brands?

26-

{ Skip  
to  
35 }

Don't know 27-Y

c. Why do you like that brand better than these new Parliaments?

26-

{ Skip  
to  
36 }

Don't know 27-Y

35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?

28-

29-

Don't know 29-Y

1001251682

36a. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones with recessed tips? Any others? (HAND RESPONDENT YELLOW CARD)

	a.	b.
	Recessed	Flush
1. Tastes like a real cigarette	30-1	32-1
2. Man's cigarette	2	2
3. The cleanest smoke	3	3
4. High class	4	4
5. Snobbish	5	5
6. Poorly made	6	6
7. Too expensive	7	7
8. Good value for money	8	8
9. Hard to draw on	9	9
10. Good flavor	0	0
11. Not enough taste	X	X
12. More attractive tip	Y	Y
13. Too strong	31-1	33-1
14. Superior quality	2	2
15. Odd or peculiar taste	3	3
16. Mild	4	4
17. Up-to-date	5	5
18. Distinctive	6	6
19. Satisfying	7	7
20. Easy to draw on	8	8
21. Popular with women	9	9
22. For me	0	0
23. Not for me	X	X
None or don't know	Y	Y

b. How about the ones with flush tips? Which words or phrases would you use to describe them? (RECORD ABOVE) Any others?

37a. Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?

Recessed	34-1	{ Ask b }
Flush	2	

No difference or don't know 3 (Skip to 39)

b. Why do you think that one has the better taste or flavor?

35-

36-

Don't know 36-Y

QUESTION 38 OMITTED ON THIS FORM

39a. Which type of cigarette package do you like best—this kind of a box, the kind of box that the usual Parliaments come in, or the soft package that most cigarettes come in?

This box	40-1	{ Ask b }
Parliament box	2	
Soft package	3	

Don't know 4 (Skip to 41)

b. Why do you like that kind better?

41-

42-

Don't know 42-Y

## QUESTION 40 OMITTED ON THIS FORM.

41a. As far as the filters themselves were concerned, which did you prefer, the recessed filters or the flush filters?

Recessed	46-1	{ Ask b }
Flush	2	
Don't know	3	

b. Why do you like recessed filters better?

47-

{ Skip to 42 }

48-

Don't know 48-Y

c. Why don't you like recessed filter tips as well?

49-

50-

Don't know 50-Y

1001251883

42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and the ones you usually smoke?

Yes 51-1 (Ask b) 52-1

No 2 (Skip to 43)

Don't know 3

b. Which did you prefer as far as length goes?

Usual 51-4

Test 5

Don't know 6

43. Would you be inclined to recommend the new Parliaments to a friend? (If "yes"! Which ones?)

Yes:

Recessed 52-1

Flush 2

Either or both 3

No 4

Don't know 5

1001251884

PB6

Job No. 861 March, 1956 Number

Place

Screen Interview No.

FOR PINK AND BLUE QUESTIONNAIRES ONLY:

CROSS-SECTION: 10-1

OVERSAMPLE: 2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. 11-1

3 mos. — less than 9 mos. 2

9 mos. — less than 1½ yrs. 3

1½ yrs. — less than 2½ yrs. 4

2½ yrs. — less than 3½ yrs. 5

3½ yrs. or more 6

Don't know 7

5. Why did you first start to smoke filter tips regularly?

12-

13-

Don't know 13-Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) 14-1

Camels 2

Chesterfield:

Regular 3

King 4

Herbert Tareyton 5

Kool 6

Lucky Strike 7

Old Gold:

Regular 8

King 9

Pall Mall 15-1

Philip Morris:

Regular 2

King 3

Spud 4

Other regular 5

Other king 6

No regular brand 7

Don't know 8

1001251885

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	<u>7a.</u>	<u>7b.</u>	<u>8a.</u>	<u>9a.</u>	<u>10a.</u>	<u>11a.</u>	<u>13a.</u>		
	Never heard of	Never tried	Brand on	First switch	Second switch	Present	Have smoked regularly	Tried smoked regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2	3
Dul Maurier	2	2	2	2	2	2	4	5	6
Encore	3	3	3	3	3	3	7	8	9
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X	(Ask b for Parlia- ment and/or Marl- boro and one other brand If "X'd")
Kent	5	5	5	5	5	5	29-1	2	Y
Kool	6	6	6	6	6	6	4	5	6
L & M	7	7	7	7	7	7	7	8	9
Marlboro (filter)	8	8	8	8	8	8	0	X	Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2	3
Parliament	2	2	2	2	2	2	4	5	6
Spud	3	3	3	3	3	3	7	8	9
Viceroy	4	4	4	4	4	4	0	X	Y
Winston	5	5	5	5	5	5	31-1	2	3
Other filter	XXX	XXX	6	6	6	6	4	5	6
No regular brand	XXX	XXX	7 to 11	7	7	7	XXX	XXX	XXX
Still smoking brand	XXX	XXX	XXX	(Skip: 8 to 12)	(Skip: 8 to 11c)	(Skip: 8 to 11c)	XXX	XXX	XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX	XXX
Don't know	XXX	XXX	0 to 9a	0 to 10a	0	0	XXX	XXX	XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Marlboro, Parliament, others)?

Marlboro:

34-

35-

None or don't know 35-Y

Parliaments:

32-

33-

None or don't know 33-Y

Other:

36-

37-

None or don't know 37-Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a. COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38-

39-

Don't know 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a. COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know 41-Y

1001251886

10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a. COLUMN)

b. Why did you switch from (brand in 9a) to (brand in 10a)?

42-

43-

Don't know 43-Y

11a. And your present brand is \_\_\_\_\_—is that right? (RECORD AT LEFT IN 11a. COLUMN)

44-

45-

Don't know 45-Y

c. How long have you been smoking your present brand?

Less than 3 mos. 46-1

3 mos.—less than 9 mos. 2

9 mos.—less than 1½ yrs. 3

1½ yrs.—less than 2½ yrs. 4

2½ yrs.—less than 3½ yrs. 5

3½ yrs.—or over 6

Don't know 7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47-

48-

Don't know 48-Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11!

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a. COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER XD BRAND, IF ANY

13b. Why didn't you ever smoke (Marlboro, Parliaments, other) as your regular brand?

Marlboro:

51-

52-

Don't know 52-Y

Parliaments:

49-

50-

Don't know 50-Y

Others:

53-

54-

Don't know 54-Y

## ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX
Go back to non-filter:		
Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX
None	X	X (Skip to 15)
Don't know	Y	Y to 15

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know 60-Y

1001251887

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Kents, etc.)? Any others? Which of the words and phrases on the card would you use to describe (L & M, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Kents	L & M
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a housewife, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a housewife, etc.) (even if you don't actually know one)?

	House-wife	English-man	Glamorous actress	Male movie star	College student
Du Maurier	23-1	24-1	25-1	26-1	
Encore		2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3
Kent		4	4	4	4
L & M	5	5	5	5	5
Marlboro	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7
Parliament	8	8	8	8	8
Viceroy	9	9	9	9	9
Winston	0	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X	X
Don't know	Y	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001251888

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them \_\_\_\_\_ 35-1

OR

A few stores don't carry them, but most stores do \_\_\_\_\_ 2

OR

While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3

OR

Only a few stores carry your regular brand \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

b. Did you buy any filter tip cigarettes yesterday (Saturday) either for yourself or someone else?

Yes \_\_\_\_\_ 36-1 (Ask c)

No \_\_\_\_\_ 2 } (Skip to 19)

Don't know \_\_\_\_\_ 3

c. How many did you buy?

By the pack	By the carton
----------------	------------------

1 pack \_\_\_\_\_ 37-1      1 carton \_\_\_\_\_ 5

2 packs \_\_\_\_\_ 2      2 cartons \_\_\_\_\_ 6

3 - 9 packs \_\_\_\_\_ 3      3 or more cartons \_\_\_\_\_ 7

10 or more packs \_\_\_\_\_ 4      Don't know \_\_\_\_\_ 8  
(not carton)

d. Where did you buy them?

Drugstore \_\_\_\_\_ 38-1      Vending machine \_\_\_\_\_ 4

News-cigar stand or store \_\_\_\_\_ 2      Other \_\_\_\_\_ 5

Grocery store or supermarket \_\_\_\_\_ 3      Don't know \_\_\_\_\_ 6

e. Who did you buy the cigarettes for?

Self \_\_\_\_\_ 38-7

Other, member of family \_\_\_\_\_ 8

Other, not member of family \_\_\_\_\_ 9

Don't know \_\_\_\_\_ 0

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b)

All the same \_\_\_\_\_ 2 } (Skip to 20)

Don't know \_\_\_\_\_ 3

19b. Which filter tip brands would you say are the higher-priced brands?

b.

Higher  
priced

Du Maurier \_\_\_\_\_ 40-1

Encore \_\_\_\_\_ 2

Herbert Tareyton  
(filter) \_\_\_\_\_ 3

Kent \_\_\_\_\_ 4

L & M \_\_\_\_\_ 5

Marlboro \_\_\_\_\_ 6

Old Gold (filter) \_\_\_\_\_ 7

Parliament \_\_\_\_\_ 8

Regent \_\_\_\_\_ 41-1

Sano (filter) \_\_\_\_\_ 2

Viceroy \_\_\_\_\_ 3

Vogue \_\_\_\_\_ 4

Winston \_\_\_\_\_ 5

Other \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

**QUESTION 19c OMITTED ON THIS FORM**

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY:

d. Why do you think (Marlboros, Parliaments, other) cost more than other brands?

Marlboros:

48-

49-

Don't know \_\_\_\_\_ 49-Y

Parliaments:

46-

47-

Don't know \_\_\_\_\_ 47-Y

Other:

50-

51-

Don't know \_\_\_\_\_ 51-Y

1001251889

**20a.** Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	a. Best	c. Worst
Activated charcoal filter	52-1	53-1
Asbestos	2	2
Cellulose acetate filter	3	(Ask b)
Cotton	4	4
Paper filter	5	5
Purocell filter	6	6
None	7	(Skip to c)
Don't know	8	8

b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	b. Has best	d. Has worst
<b>Yes:</b>		
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

c. Which one of the materials on the card do you think would do the worst job of filtering? (RECORD ABOVE)

d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

**21.** Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size?

Regular size	61-1	Long-size (vol.)	4
King-size	2	Either	5
In-between	3	Don't know	6

**22.** What is your occupation?

Executive and professional	62-1
Small business proprietor	2
White collar	3
Personal service and protective	4
Factory labor	5
Non-factory labor	6
Farm proprietor	7
Farm labor	8
Housewife	9
Other	0

**23a.** Are you married or single?

Married	63-1	(Ask b)
Single	2	
Divorced	3	(Skip to 24)
Widowed	4	

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes	64-1
Does not live with respondent (vol.)	2

**Smokes:**

Du Maurier	65-1	Regent	66-1
Encore	2	Sano (filter)	2
Herbert Tareyton (filter)	3	Viceroy	3
Kent	4	Vogue	4
L & M	5	Winston	5
Marlboro	6	Other filter	6
Old Gold (filter)	7	Non-filter brand	7
Parliament	8	Don't know	8

1001251890

PB 5-6 67-9

24. The makers of Parliament are considering making some changes in the present Parliament. I'd like to give you five packages of each of two different types they are considering to see which you like best.

There is one difference you will notice before you even smoke them. When you open the package, you will find that one of the ways in which they differ from each other is that one has what they call a recessed filter—the filter doesn't come the whole way out to the end of the cigarette. The other type has a flush filter, one cut off even with the end of the cigarette.

Just so we'll know what cigarette we are talking about, let's call one of them the "recessed tipped" cigarette and the other the "flush tipped" cigarette.

The two different types would sell for different prices.

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about \_\_\_\_\_¢ around here, while most brands of filter-tip cigarettes like Winstons or Viceroys sell for about \_\_\_\_\_¢ a pack.

(Winston price plus 2¢) ..... 67-0

(Winston price plus 4¢) ..... X

(Winston price plus 7¢) ..... Y, the same price as present Parliament.

—and those with flush tips would sell for (.....¢)  
(Winston price)

**MARK PRICE ON EACH CARTON AS YOU GIVE THEM TO RESPONDENT**

I'll call back in about a week, after you have had a chance to smoke both kinds and become familiar with them, to see which you like best. When would be a good time for me to call?

**QUESTIONS 25-27 OMITTED ON THIS FORM**

Name of Respondent:	Street:
Town:	Callback date:
Time:	

<b>FACTUAL</b>			
<u>Sex:</u>	<u>Economic level:</u>		
Male	68-1	A	68-Y
Female	2	B	8
		C	9
<u>Age:</u>	<u>Race:</u>		
18-24	68-3	D	0
25-34	4	White	68-X
35-49	5	Negro	Y
50 and over	6		
Interview Date	(month)	(day)	
Interviewer's Initials _____			

1001251891

We are testing several different types of Parliaments, so I'd like to check to see just which ones I gave you. I think I gave you one type which would sell for:

- (Winston price plus 2¢) \_\_\_\_\_  
 (Winston price plus 4¢) \_\_\_\_\_  
 (Winston price plus 7¢) \_\_\_\_\_, the same price as present  
 Parliaments

That type had recessed tips. And then I gave you some others which would sell for \_\_\_\_\_¢, the same as Winston's or Vice-roys. The \_\_\_\_\_¢ ones had flush tips. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	<u>Recessed</u>	<u>Flush</u>
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 { (Skip to 22)
3 packs or over	4	9 { 29)
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

	<u>Recessed</u>	<u>Flush</u>
Don't know	12-	13-
		14-

	<u>Recessed</u>	<u>Flush</u>
Don't know	15-	15-Y
		16-

	<u>Recessed</u>	<u>Flush</u>
Both	17-	17-Y
		18-

29a. Leaving aside the difference in price, which of the two cigarettes do you like better?

<u>Recessed</u>	18-1 (Ask b)	18-5 (Skip to 34)
<u>Flush</u>	2 { (Skip to 32)	6 (Ask e)
No difference	3	XXX { (Skip
Don't know	4 { (Skip to d)	8 { (to 34)

b. Would you say you like the ones with recessed tips a lot better or only a little better than the others?

<u>Lot better</u>	19-1
<u>Little better</u>	2
<u>Don't know</u>	3

c. Why do you like them better?

20-

21-

Don't know ..... 21-Y

d. Now, considering everything, taste, price, package and the filter, which do you think you would be most apt to buy? (RECORD ABOVE)

e. Why would you be more apt to buy the ones with the flush tips instead of the others?

22-	{ (Skip to 34)
23-	

Don't know ..... 23-Y

#### QUESTIONS 30-31 OMITTED ON THIS FORM

32. Would you say you like the ones with flush tips a lot better or only a little better than the others?

<u>Lot better</u>	19-1
<u>Little better</u>	2
<u>Don't know</u>	3

33. Why do you like them better?

20-

21-

Don't know ..... 21-Y

1001251892

**ASK EVERYONE**

34a. If you couldn't get these present Parliaments, and the new type of Parliaments (the ones you would smoke) were the only Parliament cigarettes available, what brand of cigarettes do you think you would smoke?

New Parliament 24-1 (Ask b)

Du Maurier 2

Encore 3

Herbert Tareyton (filter) 4

Kent 5

Kool 6

L & M

Regular 7

King 8

Marlboro 9

Old Gold (filter) 25-1

Regent 2

Sano 3

Viceroy 4

Vogue 5

Winstons 6

Other (filter) 7

Non-filter 8

Don't know 9 (Skip to 35)

(Skip to c)

b. Even though you don't like them as well as the present Parliaments why do you like these new Parliaments better than other filter-tip brands?

26-

27-

(Skip  
to  
35)

Don't know 27-Y

c. Why do you like that brand better than these new Parliaments?

26-

27-

(Skip  
to  
36)

Don't know 27-Y

35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?

28-

29-

Don't know 29-Y

1001751893

36a. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones with recessed tips? Any others? (HAND RESPONDENT YELLOW CARD)

	a. Recessed	b. Flush
1. Tastes like a real cigarette	30-1	32-1
2. Man's cigarette	2	2
3. The cleanest smoke	3	3
4. High class	4	4
5. Snobbish	5	5
6. Poorly made	6	6
7. Too expensive	7	7
8. Good value for money	8	8
9. Hard to draw on	9	9
10. Good flavor	0	0
11. Not enough taste	X	X
12. More attractive tip	Y	Y
13. Too strong	31-1	33-1
14. Superior quality	2	2
15. Odd or peculiar taste	3	3
16. Mild	4	4
17. Up-to-date	5	5
18. Distinctive	6	6
19. Satisfying	7	7
20. Easy to draw on	8	8
21. Popular with women	9	9
22. For me	0	0
23. Not for me	X	X
None or don't know	Y	Y

b. How about the ones with flush tips? Which words or phrases would you use to describe them?  
(RECORD ABOVE) Any others?

37a. Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?

Recessed	3441	(Ask b)
Flush	2	

No difference or don't know 3 (Skip to 39)

b. Why do you think that one has the better taste or flavor?

35-

36-

Don't know 36-Y

QUESTION 38 OMITTED ON THIS FORM

39a. Which type of cigarette package do you like best—this kind of a box, the kind of box that the usual Parliaments come in, or the soft package that most cigarettes come in?

This box	40-1	(Ask b)
Parliament box	2	
Soft package	3	

Don't know 4 (Skip to 41)

b. Why do you like that kind better?

41-

42-

Don't know 42-Y

QUESTION 40 OMITTED ON THIS FORM.

41a. As far as the filters themselves were concerned, which did you prefer, the recessed filters or the flush filters?

Recessed	46-1	(Ask b)
Flush	2	
Don't know	3	

b. Why do you like recessed filters better?

47-

48-

{ Skip  
to  
42}

Don't know 48-Y

c. Why don't you like recessed filter tips as well?

49-

50-

Don't know 50-Y

1001251894

42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and the ones you usually smoke?

Yes 51-1 (Ask b)

No 2 } (Skip to 43)

Don't know 3

b. Which did you prefer as far as length goes?

Usual 51-4

Test 5

Don't know 6

43. Would you be inclined to recommend the new Parliaments to a friend? (If "yes") Which ones?

Yes:

Received 52-1

Flush 2

Either or both 3

No 4

Don't know 5

1001251893

**OB**

Screen Interview No.

Job No. 861 February, 1956 Number \_\_\_\_\_ Place \_\_\_\_\_

**FOR PINK AND BLUE QUESTIONNAIRES ONLY:**

**CROSS-SECTION**

10-1

**OVERSAMPLE**

2

**4. How long ago did you first start to smoke filter tips regularly?**

Less than 3 mos. .... 11-1

3 mos. — less than 9 mos. .... 2

9 mos. — less than 1½ yrs. .... 3

1½ yrs. — less than 2½ yrs. .... 4

2½ yrs. — less than 3½ yrs. .... 5

3½ yrs. or more ..... 6

Don't know ..... 7

**5. Why did you first start to smoke filter tips regularly?**

12-

13-

Don't know 13-Y

**6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?**

Always smoked filters (vol.) 14-1

Camels ..... 2

Chesterfield:

Regular ..... 3

King ..... 4

Herbert Tareyton ..... 5

Kool ..... 6

Lucky Strike ..... 7

Old Gold:

Regular ..... 8

King ..... 9

Pall Mall ..... 15-1

Philip Morris:

Regular ..... 2

King ..... 3

Spud ..... 4

Other regular ..... 5

Other king ..... 6

No regular brand ..... 7

Don't know ..... 8

1001251896

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	<u>7a.</u>	<u>7b.</u>	<u>8a.</u>	<u>9a.</u>	<u>10a.</u>	<u>9b.</u>	<u>11a.</u>	<u>12a.</u>	<u>13a.</u>
	Never heard of	Never tried	Brand on	First switch	Second switch	Present	Have smoked regularly	Tried smoked regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2	3
Du Maurier	2	2	2	2	2	2	4	5	6
Encore	3	3	3	3	3	3	7	8	(Ask b for Parliament and/or Marlboro)
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X	Y
Kent	5	5	5	5	5	5	29-1	2	3
Kool	6	6	6	6	6	6	4	5	6
L & M	7	7	7	7	7	7	7	8	9
Marlboro (filter)	8	8	8	8	8	8	0	X	Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2	3
Parliament	2	2	2	2	2	2	4	5	6
Spud	3	3	3	3	3	3	7	8	H ("X'd")
Viceroy	4	4	4	4	4	4	0	X	Y
Winston	5	5	5	5	5	5	31-1	2	3
Other filter	XXX	XXX	6	6	6	6	4	5	6
No regular brand	XXX	XXX	(Skip 7 to 11)	7	7	7	XXX	XXX	XXX
Still smoking brand	XXX	XXX	(Skip 8 to 12)	(Skip 8 to 11c)	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX	XXX
Non-filter brand	XXX	XXX	9	9	9	XXX	XXX	XXX	XXX
Don't know	XXX	XXX	(Skip 0 to 9a)	(Skip 0 to 10a)	0	0	XXX	XXX	XXX

7b. (Of those you have heard of). Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Marlboro, Parliament, others)?

Marlboro:

34-

35-

None or don't know ..... 35-Y

Parliaments:

32-

33-

None or don't know ..... 33-Y

Other:

36-

37-

None or don't know ..... 37-Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38-

39-

Don't know ..... 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know ..... 41-Y

10a. What brand did you switch to when you stopped smoking  
(brand in 9a)? (RECORD AT LEFT IN 10a. COLUMN)

Marlboro (or other) \_\_\_\_\_ 10  
Parlaments (or other) \_\_\_\_\_ 11  
Herb. Tareyton (filter) \_\_\_\_\_ 12  
Kent \_\_\_\_\_ 13

b. Why did you switch from (brand in 9a) to (brand in 10a)?  
Don't know \_\_\_\_\_ 10  
Taste better \_\_\_\_\_ 11  
Smokes better \_\_\_\_\_ 12  
Cost less \_\_\_\_\_ 13

42-

11a. And your present brand is \_\_\_\_\_—is that right?  
(RECORD AT LEFT IN 11a. COLUMN)

c. Why did you switch to that brand from your previous  
brand?  
Don't know \_\_\_\_\_ 43-Y

43-

b. Why did you switch to that brand from your previous  
brand?  
Don't know \_\_\_\_\_ 44

44-

c. How long have you been smoking your present brand?  
Less than 3 mos. \_\_\_\_\_ 46-1  
3 mos.—less than 9 mos. \_\_\_\_\_ 2  
9 mos.—less than 11½ yrs. \_\_\_\_\_ 3  
1½ yrs.—less than 2½ yrs. \_\_\_\_\_ 4  
2½ yrs.—less than 3½ yrs. \_\_\_\_\_ 5  
3½ yrs.—or over \_\_\_\_\_ 6  
Don't know \_\_\_\_\_ 7

45-

Don't know \_\_\_\_\_ 45-Y

12. Are there any other things you particularly like about your  
present brand that you have not mentioned?  
Don't know \_\_\_\_\_ 47  
48-  
Don't know \_\_\_\_\_ 48-Y

47-

48-

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT  
MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never  
smoked as a regular brand—is that correct?  
(RECORD AT LEFT IN 13a. COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR  
PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND,  
IF ANY

13b. Why didn't you ever smoke (Marlboro, Parlaments, other)  
as your regular brand?  
Marlboro: \_\_\_\_\_ 51-

Parlaments: \_\_\_\_\_ 52-

Don't know \_\_\_\_\_ 52-Y

Parlaments: \_\_\_\_\_ 49-

Other: \_\_\_\_\_ 50-

Don't know \_\_\_\_\_ 50-Y

Other: \_\_\_\_\_ 53-

Don't know \_\_\_\_\_ 54-

Don't know \_\_\_\_\_ 54-Y

ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would  
you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX

Go back to non-filter:  
Regular size \_\_\_\_\_ 8 XXX  
King size \_\_\_\_\_ 9 XXX  
Either regular or king \_\_\_\_\_ 0 XXX

None \_\_\_\_\_ X X } (Skip  
Don't know \_\_\_\_\_ Y Y } to 15)

b. Is there any particular filter brand that you would not buy?  
(If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know \_\_\_\_\_ 60-Y

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Kents, etc.)? Any others? Which of the words and phrases on the card would you use to describe (L & M, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Kents	L & M
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a housewife, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a housewife, etc.) (even if you don't actually know one)?

	House-wife	English-man	Glamorous actress	Male college student
Du Maurier	23-1	24-1	25-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001251899

1001251900

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them \_\_\_\_\_ 33-1

OR

A few stores don't carry them, but most stores do \_\_\_\_\_ 2

OR

While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3

OR

Only a few stores carry your regular brand \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

b. Did you buy any filter tip cigarettes yesterday (Saturday) either for yourself or someone else?

Yes \_\_\_\_\_ 36-1 (Ask c)

No \_\_\_\_\_ 2 } (Skip to 19)  
Don't know \_\_\_\_\_ 3 }

c. How many did you buy?

	By the pack	By the carton
1 pack	37-1	5
2 packs	2	6
3 - 9 packs	3	7
10 or more packs	4	8 (not carton)

d. Where did you buy them?

Drugstore	38-1	Vending machine	4
News-cigar stand or store	2	Other	5
Grocery store or supermarket	3	Don't know	6

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b)

All the same \_\_\_\_\_ 2 } (Skip to 20)  
Don't know \_\_\_\_\_ 3 }

19b. Which filter tip brands would you say are the higher-priced brands?

a. Du Maurier \_\_\_\_\_ b. Good buy \_\_\_\_\_ c.

	Higher priced	for money	Not a good buy	Don't know
Du Maurier	40-1	42-1	2	3
Encore	2	42-4	5	6
Herbert Tareyton (filter)	3	42-7	8	9
Kent	4	42-0	X	Y
L & M	5	43-1	2	3
Marlboro	6	43-4	5	6
Old Gold (filter)	7	43-7	8	9
Parliament	8	43-0	X	Y
Regent	41-1	44-1	2	3
Sano (filter)	2	44-4	5	6
Viceroy	3	44-7	8	9
Vogue	4	44-0	X	Y
Winston	5	45-1	2	3
Other	6			
Don't know	7			

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price?  
(RECORD ABOVE)

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Marlboros, Parliaments, other) cost more than other brands?

Marlboros:

48-

49-

Don't know \_\_\_\_\_ 19-Y

Parliaments:

46-

47-

Don't know \_\_\_\_\_ 47-Y

Other:

50+

51-

Don't know \_\_\_\_\_ 51-Y

1001251901

**20a.** Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	<u>Best</u>	<u>c</u>	<u>Worst</u>
Activated charcoal filter	52-1	53-1	54-1
Asbestos	2	2	2
Cellulose acetate filter	3	(Ask b)	(Ask d)
Cotton	4	4	4
Paper filter	5	5	5
Purocel filter	6	6	6
None	7	(Skip to c)	(Skip to 21)
Don't know	8	(Skip to c)	(Skip to 21)

b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	<u>b.</u> Has best	<u>d.</u> Has worst
--	--------------------------	---------------------------

Yes:

Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

c. Which one of the materials on the card do you think would do the worst job of filtering. (RECORD ABOVE)

d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

**21.** Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size?

Regular size	61-1	Long-size (vol.)	4
King-size	2	Either	5

In-between	3	Don't know	6
------------	---	------------	---

**22.** What is your occupation?

Executive and professional	62-1
Small business proprietor	2
White collar	3
Personal service	4
Factory labor	5
Non-factory labor	6
Farm proprietor	7
Farm labor	8
Housewife	9
Other	0

**23a.** Are you married or single?

Married	63-1	(Ask b)
---------	------	---------

Single	2	
--------	---	--

Divorced	3	(SKIP TO INSTRUCTION BOX TOP OF NEXT PAGE)
----------	---	--

Widowed	4	
---------	---	--

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes	64-1
---------------------------	------

Does not live with respondent (vol.)	2
--------------------------------------	---

Smokes:

Du Maurier	65-1	Regent	66-1
Encore	2	Sano (filter)	2
Herbert Tareyton (filter)	3	Viceroy	3
Kent	4	Vogue	4
L & M	5	Winston	5
Marlboro	6	Other filter	6
Old Gold (filter)	7	Non-filter brand	7
Parliament	8	Don't know	8

1001251902

## GROUP I

BLUE SAME PRICE ..... 67-1 (Ask 24)  
 (and Parliament) .....  
 25.41 ..... 67-1 (Ask 24)  
 BLUE 4 (and Parliament) ..... 2 (Ask 25)  
 RED (and Parliament) ..... 3 (Ask 25)  
 25.42 ..... 67-1 (Ask 24)

## GROUP II

BLUE SAME PRICE ..... 67-4 (Ask 24)  
 (and Parliament) .....  
 BLUE 2 (and Parliament) ..... X 5 (Ask 26)  
 BUFF (and Parliament) ..... 6 (Ask 25)

24. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. I'll call back in about a week—after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?
25. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. Of course, the price varies somewhat from store to store, but present Parliaments sell for about (.....) around here, while most brands of filter-tip cigarettes, like Winstons for example, sell for about (.....). These new Parliaments would sell for (.....). I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?
26. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. Of course, the price varies somewhat from store to store, but present Parliaments sell for about (.....) around here, while most brands of filter-tip cigarettes, like Winstons for example, sell for about (.....). These new Parliaments would sell for (.....). I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?

Name of Respondent: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 Town: \_\_\_\_\_  
 Callback date: \_\_\_\_\_  
 Time: \_\_\_\_\_

FACTUAL

Sex:	Economic level:		
Male	68-1	A	68-7
Female	2	B	8
		C	9
Age:			
18-24	68-3		
25-34	4	Race:	
35-49	5	White	68-X
50 and over	6	Negro	Y
Interview Date	(month)	(day)	

Interviewer's Initials: \_\_\_\_\_

1001251903

## (PRICE DIFFERENT)

We are testing several different kinds of cigarettes so I'd like to check to see just which ones I gave you. I think I gave you some packages of the existing Parliaments which sell for about (\_\_\_\_\_) around here and some of a new type which would sell for (\_\_\_\_\_) instead of (\_\_\_\_\_) like Winstons or Marlboros. Is that correct?

**28a.** How many of the cigarettes of each of the two different types have you smoked?

	Present	New
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 (Skip to 29)
3 packs or over	4	9 (29)
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

	Present	New
Present	12-	13-
New	13-	12-
Both	13-	12-
Don't know	13-Y	12-Y

	New
Present	14-
New	15-
Both	16-
Don't know	17-Y

## IF SMOKED NO NEW PARLIAMENTS, TERMINATE

**29a.** Leaving aside the difference in price, which of the two cigarettes do you like better?

	a.	d.
Present	18-1 (Ask b)	18-5 (Skip to 32)
New	2 (Skip to 31)	6 (Ask e)
No difference	3 (Skip to d)	XXXX (Skip to 32)
Don't know	4 (Skip to d)	8 (Skip to 32)

b. Would you say you liked the present Parliaments a lot better or only a little better than the new Parliaments?

Lot better	19-1
Little better	2
Don't know	3

c. Why did you like the present Parliaments better than the new ones?

20-

21-

Don't know ..... 21-Y

d. Now considering everything, taste, price, package and filter, which do you think you would prefer to smoke?  
(RECORD ABOVE)

e. Why would you smoke those instead of the present Parliaments?

22-	{
23-	

Don't know ..... 23-Y

## (PRICE SAME)

**28a.** How many of the cigarettes of each of the two different types have you smoked?

	Present	New
Note	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 (Skip to 30)
3 packs or over	4	9 (30)
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

	Present
Present	12-
New	13-
Both	13-
Don't know	13-Y

	New
Present	14-
New	15-
Both	16-
Don't know	17-Y

## IF SMOKED NO NEW PARLIAMENTS, TERMINATE

**30a.** Everything considered, which of the two types we gave do you like the best?

	Present	New
Present	18-1 (Ask b)	2 (Skip to 31)
New	2 (Skip to 31)	18-1 (Ask b)
No preference	3 (Skip to 32)	4 (Skip to 32)

b. Would you say you like the present Parliaments a lot better, or only a little better than the new Parliaments?

Lot better	19-1
Little better	2
Don't know	3

c. Why do you like the present Parliaments better than the new ones?

20-	{
21-	

Don't know ..... 21-Y

1001251904

31a. Would you say you like these new Parliaments a lot better or only a little better than the present Parliaments?

Lot better ..... 19-1

Little better ..... 2

Don't know ..... 3

b. Why do you like these new Parliaments better than the present Parliaments?

Answers: 1. Tastes like a real cigarette ..... 30-1  
2. Man's cigarette ..... 2  
3. The cleanest smoke ..... 3  
4. High class ..... 4  
5. Snobbish ..... 5  
6. Poorly made ..... 6  
7. Too expensive ..... 7  
8. Good value for money ..... 8

9. Hard to draw on ..... 9  
10. Good flavor ..... 0  
11. Not enough taste ..... X  
12. More attractive tip ..... Y

Answers: 13. Too strong ..... 31-1  
14. Superior quality ..... 2  
15. Odd or peculiar taste ..... 3  
16. Mild ..... 4

17. Up-to-date ..... 5  
18. Distinctive ..... 6  
19. Satisfying ..... 7  
20. Easy to draw on ..... 8

21. Popular with women ..... 9  
22. For me ..... 0  
23. Not for me ..... X

None or don't know ..... Y

#### ASK EVERYONE:

32a. How did these new Parliaments compare to your regular brand? Would you say you liked them a lot better than your regular brand, only a little better, about the same, not quite as well or not nearly as well as your regular brand?

Lot better ..... 24-1

Little better ..... 2 } (Ask b)

About the same ..... 3

Not quite as well ..... 4 } (Skip to 35)

Not nearly as well ..... 5 }

Don't know ..... 6 } (Ask b)

b. If these new Parliaments were available at (24-2c) more than your present brand, do you think you would switch to them or would you continue to smoke your present regular brand?

Switch to Parliament ..... 25-1

Continue with present ..... 2

Don't know ..... 3

#### QUESTIONS 33, 34 OMITTED ON THIS FORM.

35. What things, if any, don't you particularly like about the new Parliaments?

28-

29-

Don't know ..... 29-Y

36. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the new Parliaments? (HAND RESPONDENT YELLOW CARD)

Answers: 1. Tastes like a real cigarette ..... 30-1

2. Man's cigarette ..... 2

3. The cleanest smoke ..... 3

4. High class ..... 4

5. Snobbish ..... 5

6. Poorly made ..... 6

7. Too expensive ..... 7

8. Good value for money ..... 8

9. Hard to draw on ..... 9

10. Good flavor ..... 0

11. Not enough taste ..... X

12. More attractive tip ..... Y

Answers: 13. Too strong ..... 31-1

14. Superior quality ..... 2

15. Odd or peculiar taste ..... 3

16. Mild ..... 4

17. Up-to-date ..... 5

18. Distinctive ..... 6

19. Satisfying ..... 7

20. Easy to draw on ..... 8

21. Popular with women ..... 9

22. For me ..... 0

23. Not for me ..... X

None or don't know ..... Y

37a. Which of the two types of Parliament did you think was better as far as taste or flavor is concerned?

Present ..... 32-1 } (Ask b)

New ..... 2 }

No difference or don't know ..... 3 } (Skip to 38)

b. Why do you think that one has the better taste or flavor?

Answers: 1. Taste is better ..... 33-

34-

2. Flavor is better ..... 34-

Don't know ..... 34-Y

38a. Just as far as appearance is concerned, which of the two do you feel has the best looking package (leaving aside the way it works)?

Present ..... 35-1 } (Ask b)

New ..... 2 }

No difference or don't know ..... 3 } (Skip to 39)

b. Why do you think that one is the best looking?

36-

37-

Don't know ..... 37-Y

**39a.** As far as the boxes themselves go, forgetting the colors and lettering, which do you like best as a package for cigarettes?

Present \_\_\_\_\_ 38-1 } (Ask b)  
New \_\_\_\_\_ 2 }

No difference or don't know ..... 3 (Skip to 40)

b. Why do you like that box best?

39-  
40-  
40-Y

**40a.** Did you notice any difference in the filters in the two types of cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes

Present \_\_\_\_\_ 41-1 } (Ask b)  
New \_\_\_\_\_ 2 }

Don't know but noticed difference ..... 3 } (Skip to 41)  
No--didn't notice difference ..... 4 }

b. Why did you like that one better?

42-

43-

Don't know ..... 43-Y

**41a.** Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed ..... 44-1 (Ask b)

Even with end ..... 2 (Skip to c)

Don't know ..... 3 (Skip to 42)

b. Why do you like recessed filters better?

45- }  
46- } (Skip to 42)  
Don't know ..... 46-Y

**41c.** Why don't you like recessed filter tips as well?

45-  
46-  
46-Y

**42a.** How about the length of the two cigarettes? Did you notice any difference in the length?

Yes ..... 47-1 (Ask b)

No ..... 2 } (Skip to 43)  
Don't know ..... 3 }

b. Which did you prefer as far as length goes?

Present ..... 47-4

New ..... 5

Don't know ..... 6

**43.** Would you be inclined to recommend the new Parliaments to a friend?

Yes ..... 48-1

No ..... 2

Don't know ..... 3

**44a. (FOR THOSE NOT TOLD OF PRICE DIFFERENTIAL)**

Would you expect these new Parliaments to sell for more than the present Parliaments, less than the present Parliaments or at the same price?

More ..... 49-1 } (Ask b)

Less ..... 2 }

Same price ..... 3 } (Terminate)  
Don't know ..... 4 }

b. Why do you say that?

50-

51-

Don't know ..... 51-Y

1001251905

**OA**

Screen Interview No.

Job No. 861 February, 1956 Number \_\_\_\_\_ Place \_\_\_\_\_

**FOR PINK AND BLUE QUESTIONNAIRES ONLY:**

CROSS-SECTION ..... 10-1

OVERSAMPLE ..... 2

**4. How long ago did you first start to smoke filter tips regularly?**

Less than 3 mos. ..... 11-1

3 mos. — less than 9 mos. ..... 2

9 mos. — less than 1½ yrs. ..... 3

1½ yrs. — less than 2½ yrs. ..... 4

2½ yrs. — less than 3½ yrs. ..... 5

3½ yrs. or more ..... 6

Don't know ..... 7

**5. Why did you first start to smoke filter tips regularly?**

12-

13-

Don't know ..... 13-Y

**6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?**

Always smoked filters (vol.) ..... 14-1

Camels ..... 2

Chesterfield:

Regular ..... 3

King ..... 4

Herbert Tareyton ..... 5

Kool ..... 6

Lucky Strike ..... 7

Old Gold:

Regular ..... 8

King ..... 9

Pall Mall ..... 15-1

Philip Morris:

Regular ..... 2

King ..... 3

Spud ..... 4

Other regular ..... 5

Other king ..... 6

No regular brand ..... 7

Don't know ..... 8

1001251906

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD). Are there any brands on that list you have never heard of?

	<u>7a.</u>	<u>7b.</u>	<u>8a.</u>	<u>9a.</u>	<u>10a.</u>	<u>11a.</u>	<u>12a.</u>	<u>13a.</u>	
	Never heard of	Never tried	Brand started on	First switch	Second switch	Present	Have smoked regularly	Tried but never smoked regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2	3
Du Maurier	2	2	2	2	2	2	4	5	6
Encore	3	3	3	3	3	3	7	8	9
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X	Parilla- ment and/or Marl- boro and one other brand ("X'd")
Kent	5	5	5	5	5	5	29-1	2	3
Kool	6	6	6	6	6	6	4	5	6
L & M	7	7	7	7	7	7	7	8	9
Marlboro (filter)	8	8	8	8	8	8	0	X	Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2	3
Parliament	2	2	2	2	2	2	4	5	6
Spud	3	3	3	3	3	3	7	8	9
Viceroy	4	4	4	4	4	4	0	X	Y
Winston	5	5	5	5	5	5	31-1	2	3
Other filter	XXX	XXX	6	6	6	6	4	5	6
No regular brand	XXX	XXX	7 to 11	7	7	7	XXX	XXX	XXX
Still smoking brand	XXX	XXX	XXX	8 to 12	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX	XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX	XXX
Don't know	XXX	XXX	0 to 9a	0 to 10a	Skip	0	XXX	XXX	XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN):

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?

Parliaments:

32-

33-

None or don't know ..... 33-Y

38-

Don't know ..... 39-Y

Marlboro:

34-

35-

None or don't know ..... 35-Y

39-

Other:

36-

37-

None or don't know ..... 37-Y

40-

41-

Don't know ..... 41-Y

1001251902

10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a. COLUMN)

Don't know \_\_\_\_\_ 42-  
Marlboro \_\_\_\_\_ 42-

Other \_\_\_\_\_ 43-

Don't know \_\_\_\_\_ 43-Y

11a. And your present brand is \_\_\_\_\_ is that right? (RECORD AT LEFT IN 11a. COLUMN)

Don't know \_\_\_\_\_ 44-

Other \_\_\_\_\_ 45-

Don't know \_\_\_\_\_ 45-Y

c. How long have you been smoking your present brand?

Less than 3 mos. \_\_\_\_\_ 46-1

3 mos.—less than 9 mos. \_\_\_\_\_ 2

9 mos.—less than 1½ yrs. \_\_\_\_\_ 3

1½ yrs.—less than 2½ yrs. \_\_\_\_\_ 4

2½ yrs.—less than 3½ yrs. \_\_\_\_\_ 5

3½ yrs.—or over \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47-

48-

Don't know \_\_\_\_\_ 48-Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a. COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER XD BRAND, IF ANY

13b. Why didn't you ever smoke (Parliaments, Marlboro, other) as your regular brand?

Parliaments: \_\_\_\_\_ 49-

Marlboro: \_\_\_\_\_ 50-

Don't know \_\_\_\_\_ 50-Y

Marlboro: \_\_\_\_\_ 51-

Other: \_\_\_\_\_ 52-

Don't know \_\_\_\_\_ 52-Y

Other: \_\_\_\_\_ 53-

Don't know \_\_\_\_\_ 54-

Don't know \_\_\_\_\_ 54-Y

ASK EVERYONE:

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX

Go back to non-filter:

Regular size \_\_\_\_\_ 8 XXX

King size \_\_\_\_\_ 9 XXX

Either—regular or king \_\_\_\_ 0 XXX

None \_\_\_\_\_ X X) (Skip

Don't know \_\_\_\_\_ Y Y) to 15)

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know \_\_\_\_\_ 60-Y

1001251908

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Marlboro, etc.)? Any others? Which of the words and phrases on the card would you use to describe (Parliament, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	<u>Marlboro</u>	<u>Parliament</u>	<u>Viceroy</u>	<u>Winston</u>
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a truck driver, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a truck driver, etc.) (even if you don't actually know one)?

	<u>Truck driver</u>	<u>Doctor</u>	<u>Stenographer</u>	<u>Bank president</u>
Du Maurier	23-1	24-1	23-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	<u>Best taste</u>	<u>Worst taste</u>	<u>Best looking package</u>	<u>Worst looking package</u>	<u>Best type of package</u>	<u>Worst type of package</u>	<u>Most effective filter</u>	<u>Least effective filter</u>
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001251909

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them \_\_\_\_\_ 35-1

OR

A few stores don't carry them, but most stores do \_\_\_\_\_ 2

OR

While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3

OR

Only a few stores carry your regular brand \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

b. Did you buy any filter tip cigarettes yesterday, either for yourself or someone else?

Yes \_\_\_\_\_ 36-1 (Ask c)

No \_\_\_\_\_ 2 } (Skip to 19)

Don't know \_\_\_\_\_ 3

c. How many did you buy?

By the pack

By the carton

1 pack \_\_\_\_\_ 37-1 1 carton \_\_\_\_\_ 5

2 packs \_\_\_\_\_ 2 2 cartons \_\_\_\_\_ 6

3 - 9 packs \_\_\_\_\_ 3 3 or more cartons \_\_\_\_\_ 7

10 or more packs \_\_\_\_\_ 4 Don't know \_\_\_\_\_ 8

d. Where did you buy them?

Drugstore \_\_\_\_\_ 38-1 Vending machine 4

News-cigar stand or store \_\_\_\_\_ 2 Other \_\_\_\_\_ 5

Grocery store or supermarket \_\_\_\_\_ 3 Don't know \_\_\_\_\_ 6

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b)

All the same \_\_\_\_\_ 2 } (Skip to 20)

Don't know \_\_\_\_\_ 3

19b. Which filter tip brands would you say are the higher-priced brands?

a. Do you think (brand) is a good buy for the money, or

b. Do you think (brand) is a good buy for the price, or

c. Do you think (brand) is a good buy for the money, or

Higher priced Good buy  
for money Not a good buy  
Don't know

Du Maurier \_\_\_\_\_ 40-1 42-1 2 3

Encore \_\_\_\_\_ 2 42-4 5 6

Herbert Tareyton  
(filter) \_\_\_\_\_ 3 42-7 8 9

Kent \_\_\_\_\_ 4 42-0 X Y

L & M \_\_\_\_\_ 5 43-1 2 3

Marlboro \_\_\_\_\_ 6 43-4 5 6

Old Gold (filter) \_\_\_\_\_ 7 43-7 8 9

Parliament \_\_\_\_\_ 8 43-0 X Y

Regent \_\_\_\_\_ 41-1 44-1 2 3

Sano (filter) \_\_\_\_\_ 2 44-4 5 6

Viceroy \_\_\_\_\_ 3 44-7 8 9

Vogue \_\_\_\_\_ 4 44-0 X Y

Winston \_\_\_\_\_ 5 45-1 2 3

Other \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price?  
(RECORD ABOVE)

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'D BRAND, IF ANY.

d. Why do you think (Parliaments, Marlboros, other) cost more than other brands?

Parliaments:

46-

47-

Don't know 47-Y

Marlboros:

48-

49-

Don't know 49-Y

Other:

50-

51-

Don't know 51-Y

1001251910

100125191

- 20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	<u>Best</u>	<u>c</u>	<u>Worst</u>
a. Activated charcoal filter	52-1		53-1
b. Asbestos	2		2
c. Cellulose acetate filter	3	{ Ask b)	3 { (Ask d)
d. Cotton	4		4
e. Paper filter	5		5
f. Purocell filter	6		6
None	7	{ (Skip to c)	7 { (Skip to 21)
Don't know	8		8

- b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	<u>b.</u> Has best	<u>d.</u> Has worst
<u>Yes:</u>		
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

- c. Which one of the materials on the card do you think would do the worst job of filtering? (RECORD ABOVE)

- d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size or a king-size cigarette?

Regular size	61-1	Long-size (vol.)	4
King-size	2	Either	5
In-between	3	Don't know	6

22. What is your occupation?

Executive and professional	62-1
Small business proprietor	2
White collar	3
Personal service and protective	4
Factory labor	5
Non-factory labor	6
Farm proprietor	7
Farm labor	8
Housewife	9
Other	0

- 23a. Are you married or single?

Married	63-1	(Ask b)
Single	2	
Divorced	3	(SKIP TO INSTRUCTION BOX TOP OF NEXT PAGE)
Widowed	4	

- b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes	64-1
Does not live with respondent (vol.)	2

Smokes:

Du Maurier	65-1	Regent	66-1
Encore	2	Sano (filter)	2
Herbert Tareyton (filter)	3	Viceroy	3
Kent	4	Vogue	4
L & M	5	Winston	5
Marlboro	6	Other filter	6
Old Gold (filter)	7	Non-filter brand	7
Parliament	8	Don't know	8

1001751912

GROUP I		GROUP II	
BLUE SAME PRICE (and Parliament)	67-1 (Ask 24)	BLUE SAME PRICE (and Parliament)	67-4 (Ask 24)
BLUE 4 (and Parliament)	2 (Ask 25)	BLUB 2 (and Parliament)	X 5 (Ask 26)
RED (and Parliament)	3 (Ask 25)	BUFF (and Parliament)	6 (Ask 25)

24. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. I'll call back in about a week—after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?
25. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. Of course, the price varies somewhat from store to store, but present Parliaments sell for about (.....) around here, while most brands of filter-tip cigarettes, like Winstons for example, sell for about (.....). These new Parliaments would sell for (.....). I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?
26. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. Of course, the price varies somewhat from store to store, but present Parliaments sell for about (.....) around here, while most brands of filter-tip cigarettes, like Winstons for example, sell for about (.....). These new Parliaments would sell for (..... Winston price plus 2¢).  
had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?

<u>FACTUAL</u>			
Name of Respondent:	Sex:	Economic level:	
Street:	Male	68-1	A 68-7
Town:	Female	2	B 8
Callback date:	Age:	C 9	
Time:	18-24	68-3	D 0
	25-34	4	Race:
	35-49	5	White 68-X
	50 and over	6	Negro Y
	Interview Date	(month)	(day)
	Interviewer's Initials _____		

1001251913

## (PRICE DIFFERENT)

We are testing several different kinds of cigarettes so I'd like to check to see just which ones I gave you. I think I gave you some packages of the existing Parliaments which sell for about (\_\_\_\_\_) around here and some of a new type which would sell for (\_\_\_\_\_) instead of (\_\_\_\_\_) like Winstons or Marlboros. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	<u>Present</u>	<u>New</u>
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 (Skip to 29)
3 packs or over	4	9 (29)
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

	<u>Present</u>	<u>New</u>	<u>Both</u>
Present	12-	13-	13-
New	14-	15-	15-Y
Both	16-	17-	17-Y
Don't know	18-1 (Ask b)	18-5 (Skip to 32)	18-1 (Ask b)
New	2 (Skip to 31)	6 (Ask e)	2 (Skip to 31)
No difference	3 (Skip to d)	XXXX (Skip to 32)	3 (Skip to 32)
Don't know	4 (to d)	8 (to 32)	4 (to 32)

## IF SMOKED NO NEW PARLIAMENTS, TERMINATE

29a. Leaving aside the difference in price, which of the two cigarettes do you like better?

	<u>a.</u>	<u>d.</u>
Present	18-1 (Ask b)	18-5 (Skip to 32)
New	2 (Skip to 31)	6 (Ask e)
No difference	3 (Skip to d)	XXXX (Skip to 32)

b. Would you say you liked the present Parliaments a lot better or only a little better than the new Parliaments?

Lot better	19-1
Little better	2
Don't know	3

c. Why did you like the present Parliaments better than the new ones?

20-

21-

Don't know ..... 21-Y

d. Now considering everything, taste, price, package and filter, which do you think you would prefer to smoke?  
(RECORD ABOVE)

e. Why would you smoke those instead of the present Parliaments?

22-	(Skip to 32)
23-	

Don't know ..... 23-Y

## (PRICE SAME)

28a. How many of the cigarettes of each of the two different types have you smoked?

	<u>Present</u>	<u>New</u>
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	8 (Skip to 30)
1 to less than 3 packs	3	9 (30)
3 packs or over	4	0
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

	<u>Present</u>	<u>New</u>	<u>Both</u>
Present	12-	13-	13-
New	14-	15-	15-Y
Both	16-	17-	17-Y
Don't know	13-Y	15-Y	17-Y

## IF SMOKED NO NEW PARLIAMENTS, TERMINATE

30a. Everything considered, which of the two types we gave do you like the best?

Present	18-1 (Ask b)
New	2 (Skip to 31)
No preference	3 (Skip to 32)
Don't know	4 (to 32)

b. Would you say you like the present Parliaments a lot better, or only a little better than the new Parliaments?

Lot better	19-1
Little better	2
Don't know	3

c. Why do you like the present Parliaments better than the new ones?

20-	(Skip to 32)
21-	

Don't know ..... 21-Y

1001251914

31a. Would you say you like these new Parliaments a lot better or only a little better than the present Parliaments?

Lot better ..... 19-1

Little better ..... 2

Don't know ..... 3

b. Why do you like these new Parliaments better than the present Parliaments?

..... 20-

..... 21-

Don't know ..... 21-Y

#### ASK EVERYONE

32a. How did these new Parliaments compare to your regular brand? Would you say you liked them a lot better than your regular brand, only a little better, about the same, not quite as well or not nearly as well as your regular brand?

Lot better ..... 24-1

Little better ..... 2 (Ask b)

About the same ..... 3

Not quite as well ..... 4 (Skip to 35)

Not nearly as well ..... 5

Don't know ..... 6 (Ask b)

b. If these new Parliaments were available at (2c) more than your present brand, do you think you would switch to them or would you continue to smoke your present regular brand?

Switch to Parliament ..... 25-1

Continue with present ..... 2

Don't know ..... 3

#### QUESTIONS 33, 34 OMITTED ON THIS FORM.

35. What things, if any, don't you particularly like about the new Parliaments?

28-

29-

Don't know ..... 29-Y

36. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the new Parliaments? (HAND RESPONDENT YELLOW CARD)

1. Tastes like a real cigarette ..... 30-1

2. Man's cigarette ..... 2

3. The cleanest smoke ..... 3

4. High class ..... 4

5. Snobbish ..... 5

6. Poorly made ..... 6

7. Too expensive ..... 7

8. Good value for money ..... 8

9. Hard to draw on ..... 9

10. Good flavor ..... 0

11. Not enough taste ..... X

12. More attractive tip ..... Y

13. Too strong ..... 31-1

14. Superior quality ..... 2

15. Odd or peculiar taste ..... 3

16. Mild ..... 4

17. Up-to-date ..... 5

18. Distinctive ..... 6

19. Satisfying ..... 7

20. Easy to draw on ..... 8

21. Popular with women ..... 9

22. For me ..... 0

23. Not for me ..... X

None or don't know ..... Y

37a. Which of the two types of Parliament did you think was better as far as taste or flavor is concerned?

Present ..... 32-1 (Ask b)

New ..... 2 (Ask b)

No difference or don't know ..... 3 (Skip to 38)

b. Why do you think that one has the better taste or flavor?

33-

34-

Don't know ..... 34-Y

38a. Just as far as appearance is concerned, which of the two do you feel has the best looking package (leaving aside the way it works)?

Present ..... 35-1 (Ask b)

New ..... 2 (Ask b)

No difference or don't know ..... 3 (Skip to 39)

b. Why do you think that one is the best looking?

36-

37-

Don't know ..... 37-Y

1001251915

39a. As far as the boxes themselves go, forgetting the colors and lettering, which do you like best as a package for cigarettes?

Present ..... 38-1 } (Ask b)  
New ..... 2 }

No difference or don't know ..... 3 (Skip to 40)

b. Why do you like that box best?

1. I like the colors better ..... 39-  
2. I like the letters better ..... 40-  
3. I like the shape better ..... 40-Y  
4. I like the size better ..... 40

40a. Did you notice any difference in the filters in the two types of cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes  
Present ..... 41-1 } (Ask b)  
New ..... 2 }

Don't know  
but noticed difference ..... 3 } (Skip to 41)  
No-didn't notice difference ..... 4 )

b. Why did you like that one better?

42-

43-

Don't know ..... 43-Y

41a. Both of these cigarettes had what they call "recessed" filters; the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed ..... 44-1 (Ask b)  
Even with end ..... 2 (Skip to c)  
Don't know ..... 3 (Skip to 42)

b. Why do you like recessed filters better?

45- } (Skip to 42)  
46- }

Don't know ..... 46-Y

41c. Why don't you like recessed filter tips as well?

1. I don't like the taste ..... 45-  
2. I don't like the smell ..... 46-  
3. I don't like the feel ..... 46-Y  
4. I don't like the look ..... 46

42a. How about the length of the two cigarettes? Did you notice any difference in the length?

Yes ..... 47-1 (Ask b)

No ..... 2 } (Skip to 43)  
Don't know ..... 3 )

b. Which did you prefer as far as length goes?

Present ..... 47-4

New ..... 5

Don't know ..... 6

43. Would you be inclined to recommend the new Parliaments to a friend?

Yes ..... 48-1

No ..... 2

Don't know ..... 3

44a. (FOR THOSE NOT TOLD OF PRICE DIFFERENTIAL) Would you expect these new Parliaments to sell for more than the present Parliaments, less than the present Parliaments or at the same price?

More ..... 49-1 } (Ask b)

Less ..... 2 )

Same price ..... 3 } (Terminate)

Don't know ..... 4 )

b. Why do you say that?

50-

51-

Don't know ..... 51-Y

PB

Screen Interview No.

Job No. 861 February, 1956 Number \_\_\_\_\_ Place \_\_\_\_\_

FOR PINK AND BLUE QUESTIONNAIRES ONLY:

CROSS-SECTION ..... 10-1

OVERSAMPLE ..... 2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. ..... 11-1

3 mos. — less than 9 mos. ..... 2

9 mos. — less than 1½ yrs. ..... 3

1½ yrs. — less than 2½ yrs. ..... 4

2½ yrs. — less than 3½ yrs. ..... 5

3½ yrs. or more ..... 6

Don't know ..... 7

5. Why did you first start to smoke filter tips regularly?

12-

13-

Don't know ..... 13-Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) ..... 14-1

Camels ..... 2

Chesterfield:

Regular ..... 3

King ..... 4

Herbert Tareyton ..... 5

Kool ..... 6

Lucky Strike ..... 7

Old Gold:

Regular ..... 8

King ..... 9

Pall Mall ..... 15-1

Philip Morris:

Regular ..... 2

King ..... 3

Spud ..... 4

Other regular ..... 5

Other king ..... 6

No regular brand ..... 7

Don't know ..... 8

1001751916

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	7a.	7b.	8a.	9a.	10a.	11a.	12a.	13a.	
	Never heard of	Never tried	Brand started on	First switch	Second switch	Present	Have smoked but never regularly	Tried to smoke regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2	3
Du Maurier	2	2	2	2	2	2	4	5	6
Encore	3	3	3	3	3	3	7	8	(Ask b for Parl-meet and/or Marlboro and one other brand "X'd") Y
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X	Y
Kent	5	5	5	5	5	5	29-1	2	3
Kool	6	6	6	6	6	6	4	5	6
L & M	7	7	7	7	7	7	7	8	9
Marlboro (filter)	8	8	8	8	8	8	0	X	Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2	3
Parliament	2	2	2	2	2	2	4	5	6
Spud	3	3	3	3	3	3	7	8	H
Viceroy	4	4	4	4	4	4	0	X	"X'd") Y
Winston	5	5	5	5	5	5	31-1	2	3
Other filter	XXX	XXX	6	6	6	6	4	5	6
No regular brand	XXX	XXX	(Skip 7 to 11)	7	7	7	XXX	XXX	XXX
Still smoking brand	XXX	XXX	XXX	(Skip 8 to 12)	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX	XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX	XXX
Don't know	XXX	XXX	(Skip 0 to 9a)	(Skip 0 to 10a)	0	0	XXX	XXX	XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN):

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY):

c. Is there any particular reason why you have never tried (Marlboro, Parliament, others)?

Marlboro:

34-

35-

None or don't know ..... 35-Y

Parliaments:

32-

33-

None or don't know ..... 33-Y

Other:

36-

37-

None or don't know ..... 37-Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38-

39-

Don't know ..... 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know ..... 41-Y

1001251914

1001251918

**E** 10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)

**E** b. Why did you switch from (brand in 9a) to (brand in 10a)?

42-

**E** c. How long have you been smoking your present brand?

43-

Don't know 43-Y

**E** 11a. And your present brand is \_\_\_\_\_ is that right? (RECORD AT LEFT IN 11a. COLUMN)

**E** b. Why did you switch to that brand from your previous brand?

44-

45-

Don't know 45-Y

c. How long have you been smoking your present brand?

Less than 3 mos. 46-1

3 mos.—less than 9 mos. 2

9 mos.—less than 1½ yrs. 3

1½ yrs.—less than 2½ yrs. 4

2½ yrs.—less than 3½ yrs. 5

3½ yrs.—or over 6

Don't know 7

**E** 12. Are there any other things you particularly like about your present brand that you have not mentioned?

47-

48-

Don't know 48-Y

**CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.**

**E** 13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a. COLUMN)

**IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY**

**E** 13b. Why didn't you ever smoke (Marlboro, Parliaments, other) as your regular brand?

Marlboro:

51-

52-

Don't know 52-Y

Parliaments:

49-

50-

Don't know 50-Y

Other:

53-

54-

Don't know 54-Y

#### ASK EVERYONE

**E** 14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX
Go back to non-filter:		
Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX
None	X	X { (\$skip)
Don't know	Y	Y } to 15)

**E** b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

**E** c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know 60-Y

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Kents, etc.)? Any others? Which of the words and phrases on the card would you use to describe (L & M, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Kents	L & M
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a housewife, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a housewife, etc.) (even if you don't actually know one)?

	Glamorous	Male	Housewife	Englishman	movie actress	college student
Du Maurier	23-1	24-1	23-1	26-1		
Encore	2	2	2	2		
Herbert Tareyton (filter)	3	3	3	3		
Kent	4	4	4	4		
L & M	5	5	5	5		
Marlboro	6	6	6	6		
Old Gold (filter)	7	7	7	7		
Parliament	8	8	8	8		
Viceroy	9	9	9	9		
Winston	0	0	0	0		
Wouldn't use filter (vol.)	X	X	X	X		
Don't know	Y	Y	Y	Y		

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001251919

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them. 35-1

OR

A few stores don't carry them, but most stores do. 2

OR

While many stores do carry them, a lot of stores don't. 3

OR

Only a few stores carry your regular brand. 4

Don't know. 5

b. Did you buy any filter tip cigarettes yesterday (Saturday) either for yourself or someone else?

Yes. 36-1 (Ask c)

No. 2 } (Skip to 19)

Don't know. 3 }

c. How many did you buy?

By the pack

By the carton

1 pack. 37-1 1 carton. 5

2 packs. 2 2 cartons. 6

3 - 9 packs. 3 3 or more cartons. 7

10 or more packs. 4 Don't know. 8  
(not carton)

d. Where did you buy them?

Drugstore. 38-1 Vending machine. 4

News-cigar stand or store. 2 Other. 5

Grocery store or supermarket. 3 Don't know. 6

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others. 39-1 (Ask b)

All the same. 2 } (Skip to 20)

Don't know. 3 }

19b. Which filter tip brands would you say are the higher-priced brands?

b. Good buy. Higher for money

Not a good buy. Don't know.

Du Maurier. 40-1 42-1 2 3

Encore. 2 42-4 5 6

Herbert Tareyton (filter). 3 42-7 8 9

Kent. 4 42-0 X Y

L & M. 5 43-1 2 3

Marlboro. 6 43-4 5 6

Old Gold (filter). 7 43-7 8 9

Parliament. 8 43-0 X Y

Regent. 41-1 44-1 2 3

Sano (filter). 2 44-4 5 6

Viceroy. 3 44-7 8 9

Vogue. 4 44-0 X Y

Winston. 5 45-1 2 3

Other. 6

Don't know. 7

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price?  
(RECORD! ABOVE):

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Marlboros, Parliaments, other) cost more than other brands?

Marlboros:

48-

49-

Don't know. 49-Y

Parliaments:

46-

47-

Don't know. 47-Y

Others:

50-

51-

Don't know. 51-Y

1001251920

**20a.** Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	<u>a.</u> Best	<u>c.</u> Worst
Activated charcoal filter	52-1	53-1
Asbestos	2	2
Cellulose acetate filter	3	(Ask b)
Cotton	4	4
Paper filter	5	5
Purocel filter	6	6
None	7	{ (Skip to c) 7 } (Skip to 21)
Don't know	8	8 { (Skip to 21) }

**b.** Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

b. Has  
best  
d. Has  
worst

Yes:

Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

**c.** Which one of the materials on the card do you think would do the worst job of filtering (RECORD ABOVE)

**d.** Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

**21.** Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size?

Regular size \_\_\_\_\_ 61-1 Long-size (vol) \_\_\_\_\_ 4

King-size \_\_\_\_\_ 2 Either \_\_\_\_\_ 5

In-between: \_\_\_\_\_ 3 Don't know \_\_\_\_\_ 6

**22.** What is your occupation?

Executive and professional \_\_\_\_\_ 62-1

Small business proprietor \_\_\_\_\_ 2

White collar \_\_\_\_\_ 3

Personal service and protective \_\_\_\_\_ 4

Factory labor \_\_\_\_\_ 5

Non-factory labor \_\_\_\_\_ 6

Farm proprietor \_\_\_\_\_ 7

Farm labor \_\_\_\_\_ 8

Housewife \_\_\_\_\_ 9

Other \_\_\_\_\_ 0

**23a.** Are you married or single?

Married: \_\_\_\_\_ 63-1 (Ask b)

Single: \_\_\_\_\_ 2

Divorced: \_\_\_\_\_ 3 (SKIP TO INSTRUC-

TION BOX TOP OF

NEXT PAGE) 4

**b.** What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes \_\_\_\_\_ 64-1

Does not live with respondent (vol.) \_\_\_\_\_ 2

Smokes:

Du Maurier \_\_\_\_\_ 65-1 Regent \_\_\_\_\_ 66-1

Encore: \_\_\_\_\_ 2 Sano (filter) \_\_\_\_\_ 2

Herbert Tareyton (filter) \_\_\_\_\_ 3 Viceroy \_\_\_\_\_ 3

Kent: \_\_\_\_\_ 4 Vogue: \_\_\_\_\_ 4

L & M \_\_\_\_\_ 5 Winston: \_\_\_\_\_ 5

Marlboro: \_\_\_\_\_ 6 Other filter: \_\_\_\_\_ 6

Old Gold (filter) \_\_\_\_\_ 7 Non-filter brand: \_\_\_\_\_ 7

Parliament: \_\_\_\_\_ 8 Don't know: \_\_\_\_\_ 8

1001251921

## GROUP I

BLUE SAME PRICE  
(and Parliament) \_\_\_\_\_ 67-1 (Ask 24)  
BLUE 4 (and Parliament) \_\_\_\_\_ 2 (Ask 25)  
RED (and Parliament) \_\_\_\_\_ 3 (Ask 25)

## GROUP II

BLUE SAME PRICE  
(and Parliament) \_\_\_\_\_ 67-4 (Ask 24)  
BLUE 2 (and Parliament) \_\_\_\_\_ X-5 (Ask 26)  
BUFF (and Parliament) \_\_\_\_\_ 6 (Ask 25)

24. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. I'll call back in about a week—after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?
25. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. Of course, the price varies somewhat from store to store, but present Parliaments sell for about (\_\_\_\_\_) around here, while most brands of filter-tip cigarettes, like Winstons for example, sell for about (\_\_\_\_\_\_). These new Parliaments would sell for (\_\_\_\_\_\_). I'll call back in about a week after you have Winston price plus 4¢.  
had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?
26. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. Of course, the price varies somewhat from store to store, but present Parliaments sell for about (\_\_\_\_\_) around here, while most brands of filter-tip cigarettes, like Winstons for example, sell for about (\_\_\_\_\_\_). These new Parliaments would sell for (\_\_\_\_\_\_). I'll call back in about a week after you have Winston price plus 2¢.  
had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?

Name of Respondent: \_\_\_\_\_  
Street: \_\_\_\_\_  
Town: \_\_\_\_\_  
Callback date: \_\_\_\_\_  
Time: \_\_\_\_\_

## FACTUAL

Sex:	Economic level:		
Male	68-1	A	68-7
Female	2	B	8
		C	9
Age:			
18-24	68-3	D	0
25-34	4	Race:	
35-49	5	White	68-X
50 and over	6	Negro	Y
Interview Date	(month) (day)		

Interviewer's Initials \_\_\_\_\_

1001251922

**(PRICE DIFFERENT)**

We are testing several different kinds of cigarettes, so I'd like to check to see just which ones I gave you. I think I gave you some packages of existing Parliaments which sell for about (\_\_\_\_\_) around here and some of the new type which would sell for (\_\_\_\_\_) instead of (\_\_\_\_\_) like Winstons or Marlboros. Is that correct?

**28a.** How many of the cigarettes of each of the two different types have you smoked?

	Present	New
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 (Skip to 29)
3 packs or over	4	9
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

Present	12-
	13-
Don't know	13-Y
New	14-
	15-
Don't know	15-Y
Both	16-
	17-
Don't know	17-Y

**IF SMOKED NO NEW PARLIAMENTS, TERMINATE**

**29a.** Leaving aside the difference in price, which of the two cigarettes do you like better?

	a:	d:
Present	18-1 (Ask b)	18-5 (Skip to 32)
New	2 (Skip to 33)	6 (Ask e)
No difference	3 (Skip to 4 to d)	XXX (Skip to 35)
Don't know	4	8 (to 35)

b. Would you say you like the present Parliaments a lot better or only a little better than the new Parliaments?

Lot better	19-1
Little better	2
Don't know	3

c. Why do you like the present Parliaments better than the new ones?

20-

21-

Don't know ..... 21-Y

d. Now, considering everything, taste, price, package and the filter, which do you think you would be most apt to smoke regularly if both types were available? (RECORD ABOVE)

e. Why would you smoke those instead of the present Parliaments?

22-	} (Skip to 35)
23-	

Don't know ..... 23-Y

**(PRICE SAME)**

**28a.** How many of the cigarettes of each of the two different types have you smoked?

	Present	New
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 (Skip to 30)
3 packs or over	4	9
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

Present	12-
	13-
Don't know	13-Y
New	14-
	15-
Don't know	15-Y
Both	16-
	17-
Don't know	17-Y

**IF SMOKED NO NEW PARLIAMENTS, TERMINATE**

**30.** If both kinds were available, which do you think you would smoke?

Present	18-1 (Ask 31)
New	2 (Skip to 33)
Both	3 (Skip to 35)
Don't know	4

**31a.** Would you say you like the present Parliaments a lot better, or only a little better than the new Parliaments?

Lot better	19-1
Little better	2
Don't know	3

b. Why do you like the present Parliaments better than the new ones?

20-

21-

Don't know ..... 21-Y

1001751923

32a. If you couldn't get these present Parliaments, and the new type of Parliaments were only the Parliament cigarettes available, what brand of cigarettes do you think you would smoke?

New Parliament 24-1 (Ask b)

Du Maurier 2  
Encore 3  
Herbert Tareyton (filter) 4  
Kent 5  
Kool 6  
L & M 7  
Regular 7  
King 8  
Marlboro 9  
Old Gold (filter) 25-1 (Skip to c)  
Regent 2  
Sano 3  
Viceroy 4  
Vogue 5  
Winstons 6  
Other (filter) 7  
Non-filter 8

Don't know 9 (Skip to 35)

b. Even though you don't like them as well as the present Parliament why do you like these new Parliaments better than other filter-tip brands?

26- }  
27- } (Skip to 35)

Don't know 27-Y

c. Why do you like that brand better than these new Parliaments?

26- }  
27- } (Skip to 36)

Don't know 27-Y

33. Would you say you like these new Parliaments a lot better or only a little better than the present Parliaments?

Lot better 19-1  
Little better 2  
Don't know 3

34. Why do you like these new Parliaments better than the present Parliaments?

20-

21-

Don't know 21-Y

35. What things, if any, don't you particularly like about these new Parliaments?

28-

29-

Don't know 29-Y

ASK EVERYONE:

36. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the new Parliaments? (HAND RESPONDENT YELLOW CARD)

1. Tastes like a real cigarette 30-1
2. Man's cigarette 2
3. The cleanest smoke 3
4. High class 4
5. Snobbish 5
6. Poorly made 6
7. Too expensive 7
8. Good value for money 8
9. Hard to draw on 9
10. Good flavor 0
11. Not enough taste X
12. More attractive tip Y
13. Too strong 31-1
14. Superior quality 2
15. Odd or peculiar taste 3
16. Mild 4
17. Up-to-date 5
18. Distinctive 6
19. Satisfying 7
20. Easy to draw on 8
21. Popular with women 9
22. For me 0
23. Not for me X

None or don't know Y

37a. Which of the two types of Parliament did you think was better as far as taste or flavor is concerned?

Present 32-1 (Ask b)  
New 2

No difference or don't know 3 (Skip to 38)

b. Why do you think that one has the better taste or flavor?

33-

34-

Don't know 34-Y

1001251924

1001251925

38a. Just as far as appearance is concerned, which of the two do you feel has the best looking package (leaving aside the way it works)?

Present \_\_\_\_\_ 35-1 } (Ask b)  
New \_\_\_\_\_ 2 }

No difference or don't know ... 3 (Skip to 39)

b. Why do you think that one is the best looking?

36-  
37-  
Don't know ... 37-Y

39a. As far as the boxes themselves go, forgetting the colors and lettering, which do you like best as a package for cigarettes?

Present \_\_\_\_\_ 38-1 } (Ask b)  
New \_\_\_\_\_ 2 }

No difference or don't know ... 3 (Skip to 40)

b. Why do you like that box best?

39-  
40-  
Don't know ... 40-Y

40a. Did you notice any difference in the filters in the two types of cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes

Present \_\_\_\_\_ 41-1 } (Ask b)  
New \_\_\_\_\_ 2 }

Don't know  
but noticed difference ... 3 } (Skip to 41)  
No-didn't notice difference ... 4 }

b. Why did you like that one better?

42-  
43-  
Don't know ... 43-Y

41a. Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed \_\_\_\_\_ 44-1 } (Ask b)  
Even with end ... 2 } (Skip to c)  
Don't know ... 3 } (Skip to 42)

b. Why do you like recessed filters better?

45- } (Skip to 42)  
46-

Don't know ... 46-Y

c. Why don't you like recessed filter tips as well?

45-  
46-

Don't know ... 46-Y

42a. How about the length of the two cigarettes? Did you notice any difference in the length?

Yes ... 47-1 } (Ask b)  
No ... 2 } (Skip to 43)  
Don't know ... 3 }

b. Which did you prefer as far as length goes?

Present ... 47-4  
New ... 5  
Don't know ... 6

43. Would you be inclined to recommend the new Parliaments to a friend?

Yes ... 48-1  
No ... 2  
Don't know ... 3

44a. (FOR THOSE NOT TOLD OF PRICE DIFFERENTIAL)

Would you expect these new Parliaments to sell for more than the present Parliaments, less than the present Parliaments or at the same price?

More ... 49-1 } (Ask b)  
Less ... 2 }  
Same price ... 3 } (Terminated)  
Don't know ... 4 }

b. Why do you say that?

50-  
51-

Don't know ... 51-Y

**PA**

**Screen Interview No.**

**Job No. 861 February, 1956 Number \_\_\_\_\_ Place \_\_\_\_\_**

**FOR PINK AND BLUE QUESTIONNAIRES ONLY:**

**CROSS-SECTION 10-1**

**OVERSAMPLE 2**

**4. How long ago did you first start to smoke filter tips regularly?**

Less than 3 mos. .... 11-1

3 mos. — less than 9 mos. .... 2

9 mos. — less than 1½ yrs. .... 3

1½ yrs. — less than 2½ yrs. .... 4

2½ yrs. — less than 3½ yrs. .... 5

3½ yrs. or more .... 6

Don't know ..... 7

**5. Why did you first start to smoke filter tips regularly?**

12-

13-

Don't know ..... 13-Y

**6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?**

Always smoked filters (vol) .... 14-1

Camels ..... 2

Chesterfield:

Regular ..... 3

King ..... 4

Herbert Tareyton ..... 5

Kool ..... 6

Lucky Strike ..... 7

Old Gold:

Regular ..... 8

King ..... 9

Pall Mall ..... 15-1

Philip Morris:

Regular ..... 2

King ..... 3

Spud ..... 4

Other regular ..... 5

Other king ..... 6

No regular brand ..... 7

Don't know ..... 8

1001251926

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	7a.	7b.	8a.	9a.	10a.	11a.	12a.	13a.	
	Never heard of	Never tried	Brand started on	First switch	Second switch	Present	Have smoked but never regularly	Tried smoked regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2	3
Du Maurier	2	2	2	2	2	2	4	5	6
Encore	3	3	3	3	3	3	7	8	(Ask b for Parliament and/or Marlboro)
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X	Y
Kent	5	5	5	5	5	5	29-1	2	3
Kool	6	6	6	6	6	6	4	5	6
L & M	7	7	7	7	7	7	7	8	9
Marlboro (filter)	8	8	8	8	8	8	0	X	and one other brand
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2	3
Parliament	2	2	2	2	2	2	4	5	6
Spud	3	3	3	3	3	3	7	8	H "X'd") Y
Viceroy	4	4	4	4	4	4	0	X	Y
Winston	5	5	5	5	5	5	31-1	2	3
Other filter	XXX	XXX	6	6	6	6	4	5	6
No. regular brand	XXX	XXX	(Skip 7 to 11)	7	7	7	XXX	XXX	XXX
Still smoking brand	XXX	XXX	XXX	(Skip 8 to 12)	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX	XXX
Non-filter brand	XXX	XXX	XXX	(Skip 9)	Skip	9	XXX	XXX	XXX
Don't know	XXX	XXX	(0 to 9a)	(0 to 10a)	0	0	XXX	XXX	XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a. COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY):

c. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?

Parliaments:

32-

33-

None or don't know ..... 33-Y

Marlboro:

34-

35-

None or don't know ..... 35-Y

Other:

36-

37-

None or don't know ..... 37-Y

38-

39-

Don't know ..... 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a. COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know ..... 41-Y

1001251927

10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)

b. Why did you switch from (brand in 9a) to (brand in 10a)?

42-

43-

Don't know 43-Y

11a. And your present brand is \_\_\_\_\_ is that right? (RECORD AT LEFT IN 11a. COLUMN)

b. Why did you switch to that brand from your previous brand?

44-

45-

Don't know 45-Y

c. How long have you been smoking your present brand?

Less than 3 mos. 46-1

3 mos.—less than 9 mos. 2

9 mos.—less than 1½ yrs. 3

1½ yrs.—less than 2½ yrs. 4

2½ yrs.—less than 3½ yrs. 5

3½ yrs.—or over 6

Don't know 7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47-

48-

Don't know 48-Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a. COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS, AND ONE OTHER X'D BRAND, IF ANY

13b. Why didn't you ever smoke (Parliaments, Marlboro, other) as your regular brand?

Parliaments:

49-

50-

Don't know 50-Y

Marlboro:

51-

52-

Don't know 52-Y

Other:

53-

54-

Don't know 54-Y

ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX

Go back to non-filter:

Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX

None X (Skip)  
Don't know Y (Y to 15)

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know 60-Y

100151928

1001251929

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Marlboro, etc.)? Any others? Which of the words and phrases on the card would you use to describe (Parliament, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Viceroy	Winston
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a truck driver, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a truck driver, etc.) (even if you don't actually know one)?

	Truck driver	Stenographer	Bank president
Du Maurier	23-1	24-1	25-1
Encore	2	2	2
Herbert Tareyton (filter)	3	3	3
Kent	4	4	4
L & M	5	5	5
Marlboro	6	6	6
Old Gold (filter)	7	7	7
Parliament	8	8	8
Viceroy	9	9	9
Winston	0	0	0
Wouldn't use filter (vol.)	X	X	X
Don't know	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them 35-1

OR

A few stores don't carry them, but most stores do 2

OR

While many stores do carry them, a lot of stores don't 3

OR

Only a few stores carry your regular brand 4

Don't know 5

b. Did you buy any filter tip cigarettes yesterday, either for yourself or someone else?

Yes 36-1 (Ask c)

No 2 } (Skip to 19)

Don't know 3 }

c. How many did you buy?

By the pack By the carton

1 pack 37-1 1 carton 5

2 packs 2 2 cartons 6

3 - 9 packs 3 3 or more cartons 7

10 or more packs 4 Don't know 8  
(not carton)

d. Where did you buy them?

Drugstore 38-1 Vending machine 4

News-cigar stand or store 2 Other 5

Grocery store or supermarket 3 Don't know 6

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others 39-1 (Ask b)

All the same 2 } (Skip to 20)

Don't know 3 }

19b. Which filter tip brands would you say are the higher-priced brands?

a. Good buy  
Higher for money

Not a good buy  
Don't know

Du Maurier 40-1 42-1 2 3

Encore 2 42-4 5 6

Herbert Tareyton (filter) 3 42-7 8 9

Kent 4 42-0 X Y

L & M 5 43-1 2 3

Marlboro 6 43-4 5 6

Old Gold (filter) 7 43-7 8 9

Parliament 8 43-0 X Y

Regent 41-1 44-1 2 3

Sano (filter) 2 44-4 5 6

Viceroy 3 44-7 8 9

Vogue 4 44-0 X Y

Winston 5 45-1 2 3

Other 6

Don't know 7

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price?  
(RECORD ABOVE)

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'D BRAND, IF ANY

d. Why do you think (Parliaments, Marlboros, other) cost more than other brands?

Parliaments:

46-

47-

Don't know 47-Y

Marlboros:

48-

49-

Don't know 49-Y

Other:

50-

51-

Don't know 51-Y

1001251930

20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	<u>a.</u> <u>Best</u>	<u>c.</u> <u>Worst</u>
Activated charcoal filter	52-1	53-1
Asbestos	2	2
Cellulose acetate filter	3	(Ask b)
Cotton	4	4
Paper filter	5	5
Purocel filter	6	6
None	7	(Skip to c)
Don't know	8	(Skip to 21)

b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	<u>b.</u> Has best	<u>d.</u> Has worst
<u>Yes:</u>		
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

c. Which one of the materials on the card do you think would do the worst job of filtering (RECORD ABOVE)?

d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size or a king-size cigarette?

Regular size	61-1	Long-size (vol.)	4
King-size	2	Either	5
In-between	3	Don't know	6

22. What is your occupation?

Executive and professional	62-1
Small business proprietor	2
White collar	3
Personal service and protective	4
Factory labor	5
Non-factory labor	6
Farm proprietor	7
Farm labor	8
Housewife	9
Other	0

23a. Are you married or single?

Married

Single

Divorced

Widowed

(SKIP TO INSTRUCTION BOX TOP OF NEXT PAGE)

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes

Does not live with respondent (vol.)

Smokes:

Du Maurier	65-1	Regent	66-1
Encore	2	Sano (filter)	2
Herbert Tareyton (filter)	3	Viceroy	3
Kent	4	Vogue	4
L & M	5	Winston	5
Marlboro	6	Other filter	6
Old Gold (filter)	7	Non-filter brand	7
Parliament	8	Don't know	8

1001751931

## GROUP I

## GROUP II

BLUE SAME PRICE  
(and Parliament) 67-1 (Ask 24)  
BLUE 4 (and Parliament) 2 (Ask 25)  
RED (and Parliament) 3 (Ask 25)

BLUE SAME PRICE  
(and Parliament) 67-4 (Ask 24)  
BLUE 2 (and Parliament) 5 (Ask 26)  
BUFF (and Parliament) 6 (Ask 25)

24. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. I'll call back in about a week—after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?
25. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. Of course, the price varies somewhat from store to store, but present Parliaments sell for about (\_\_\_\_\_) around here, while most brands of filter-tip cigarettes, like Winstons for example, sell for about (\_\_\_\_\_\_). These new Parliaments would sell for (\_\_\_\_\_\_). I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?
26. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. Of course, the price varies somewhat from store to store, but present Parliaments sell for about (\_\_\_\_\_) around here, while most brands of filter-tip cigarettes, like Winstons for example, sell for about (\_\_\_\_\_\_). These new Parliaments would sell for (\_\_\_\_\_\_). I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?

Name of Respondent: \_\_\_\_\_  
Street: \_\_\_\_\_  
Town: \_\_\_\_\_  
Callback date: \_\_\_\_\_  
Time: \_\_\_\_\_

<b>FACTUAL</b>	
<b>Sex:</b>	<b>Economic level:</b>
Male 68-1	A 68-7
Female 2	B 8
	C 9
	D 0
<b>Age:</b>	
18-24 68-3	
25-34 4	Race:
35-49 5	White 68-X
50 and over 6	Negro Y
Interview Date (month)	(day)
Interviewer's Initials _____	

1001751932

**(PRICE DIFFERENT)**

We are testing several different kinds of cigarettes, so I'd like to check to see just which ones I gave you. I think I gave you some packages of existing Parliaments which sell for about (\_\_\_\_\_) around here and some of the new type which would sell for (\_\_\_\_\_) instead of (\_\_\_\_\_) like Winstons or Marlboros. Is that correct?

**28a.** How many of the cigarettes of each of the two different types have you smoked?

	<u>Present</u>	<u>New</u>
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 { (Skip to 29)
3 packs or over	4	9
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

	<u>Present</u>	<u>New</u>
Present	12-	12-
New	13-	14-
Both	15-	15-
Don't know	13-Y	16-
Both	16-	17-
Don't know	17-Y	17-

**IF SMOKED NO NEW PARLIAMENTS, TERMINATE**

**29a.** Leaving aside the difference in price, which of the two cigarettes do you like better?

	<u>a.</u>	<u>d.</u>
Present	18-1 (Ask b)	18-5 (Skip to 32)
New	2 (Skip to 33)	6 (Ask e)
No difference	3 (Skip to d)	XXX } (Skip to 35)
Don't know	4 (to d)	8 (to 35)

b. Would you say you like the present Parliaments a lot better or only a little better than the new Parliaments?

Lot better	19-1
Little better	2
Don't know	3

c. Why do you like the present Parliaments better than the new ones?

20-

21-

Don't know ..... 21-Y

d. Now, considering everything, taste, price, package and the filter, which do you think you would be most apt to smoke regularly if both types were available? (RECORD ABOVE)

e. Why would you smoke those instead of the present Parliaments?

22-	} (Skip to 35)
23-	

Don't know ..... 23-Y

**(PRICE SAME)**

**28a.** How many of the cigarettes of each of the two different types have you smoked?

	<u>Present</u>	<u>New</u>
None	11-1 (Ask b)	11-6 (Ask b)
Less than 1 pack	2	7
1 to less than 3 packs	3	8 { (Skip to 30)
3 packs or over	4	9
Don't know	5	0

b. Why haven't you smoked any of (these, the) cigarettes?

	<u>Present</u>	<u>New</u>
Present	12-	14-
New	13-	15-
Both	15-	16-
Don't know	13-Y	17-
Both	16-	17-
Don't know	17-Y	17-

**IF SMOKED NO NEW PARLIAMENTS, TERMINATE**

**30.** If both kinds were available, which do you think you would smoke?

Present	18-1 (Ask 31)
New	2 (Skip to 33)
Both	3 } (Skip to 35)
Don't know	4

**31a.** Would you say you like the present Parliaments a lot better, or only a little better than the new Parliaments?

Lot better	19-1
Little better	2
Don't know	3

**b.** Why do you like the present Parliaments better than the new ones?

20-

21-

Don't know ..... 21-Y

1001751933

32a. If you couldn't get these present Parliaments, and the new type of Parliaments were only the Parliament cigarettes available, what brand of cigarettes do you think you would smoke?

New Parliament	24-1	(Ask b)
Du Maurier	2	
Encore	3	
Herbert Tareyton (filter)	4	
Kent	5	
Kool	6	
L & M	7	
Regular	7	
King	8	
Marlboro	9	
Old Gold (filter)	25-1	(Skip to c)
Regent	2	
Sano	3	
Viceroy	4	
Vogue	5	
Winstons	6	
Other (filter)	7	
Non-filter	8	
Don't know	9	(Skip to 35)

b. Even though you don't like them as well as the present Parliament why do you like these new Parliaments better than other filter-tip brands?

26-  
27- } (Skip  
to  
35)

Don't know 27-Y

c. Why do you like that brand better than these new Parliaments?

26-  
27- } (Skip  
to  
36)

Don't know 27-Y

33. Would you say you like these new Parliaments a lot better or only a little better than the present Parliaments?

Lot better	19-1
Little better	2
Don't know	3

34. Why do you like these new Parliaments better than the present Parliaments?

20-  
21-

Don't know 21-Y

35. What things, if any, don't you particularly like about these new Parliaments?

28-

29-

Don't know 29-Y

ASK EVERYONE

36. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the new Parliaments? (HAND RESPONDENT YELLOW CARD)

1. Tastes like a real cigarette 30-1
2. Man's cigarette 2
3. The cleanest smoke 3
4. High class 4
5. Snobbish 5
6. Poorly made 6
7. Too expensive 7
8. Good value for money 8
9. Hard to draw on 9
10. Good flavor 0
11. Not enough taste X
12. More attractive tip Y
13. Too strong 31-1
14. Superior quality 2
15. Odd or peculiar taste 3
16. Mild 4
17. Up-to-date 5
18. Distinctive 6
19. Satisfying 7
20. Easy to draw on 8
21. Popular with women 9
22. For me 0
23. Not for me X
- None or don't know Y

37a. Which of the two types of Parliament did you think was better as far as taste or flavor is concerned?

Present 32-1 } (Ask b)  
New 2 }

No difference or don't know 31 (Skip to 38)

b. Why do you think that one has the better taste or flavor?

33-  
34-

Don't know 34-Y

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38a. Just as far as appearance is concerned, which of the two do you feel has the best looking package (leaving aside the way it works)?

Present ..... 35-1 } (Ask b)  
New ..... 2 }

No difference or don't know ..... 3 (Skip to 39)

b. Why do you think that one is the best looking?

Present ..... 36-

New ..... 37-

Don't know ..... 37-Y

39a. As far as the boxes themselves go, forgetting the colors and lettering, which do you like best as a package for cigarettes?

Present ..... 38-1 } (Ask b)  
New ..... 2 }

No difference or don't know ..... 3 (Skip to 40)

b. Why do you like that box best?

39-

40-

Don't know ..... 40-Y

40a. Did you notice any difference in the filters in the two types of cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes:

Present ..... 41-1 } (Ask b)  
New ..... 2 }

Don't know

but noticed difference ..... 3 (Skip to 41)

No--didn't notice difference ..... 4

b. Why did you like that one better?

42-

43-

Don't know ..... 43-Y

41a. Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed ..... 44-1 } (Ask b)

Even with end ..... 2 (Skip to 42)

Don't know ..... 3 (Skip to 42)

b. Why do you like recessed filters better?

45- } (Skip to 42)

46- }

Don't know ..... 46-Y

c. Why don't you like recessed filter tips as well?

45- } (Skip to 42)

46- }

Don't know ..... 46-Y

42a. How about the length of the two cigarettes? Did you notice any difference in the length?

Yes ..... 47-1 } (Ask b)

No ..... 2 } (Skip to 43)

Don't know ..... 3 )

b. Which did you prefer as far as length goes?

Present ..... 47-4

New ..... 5

Don't know ..... 6

43. Would you be inclined to recommend the new Parliaments to a friend?

Yes ..... 48-1

No ..... 2

Don't know ..... 3

44a. (FOR THOSE NOT TOLD OF PRICE DIFFERENTIAL) Would you expect these new Parliaments to sell for more than the present Parliaments, less than the present Parliaments or at the same price?

More ..... 49-1 } (Ask b)

Less ..... 2 )

Same price ..... 3 } (Terminate)

Don't know ..... 4 )

b. Why do you say that?

50-

51-

Don't know ..... 51-Y

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MA

Screen Interview No. \_\_\_\_\_

Job No. 861 February, 1956 Number \_\_\_\_\_ Place \_\_\_\_\_

From word	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000	1001	1002	1003	1004	1005	1006	1007	1008	1009	10010	10011	10012	10013	10014	10015	10016	10017	10018	10019	10020	10021	10022	10023	10024	10025	10026	10027	10028	10029	10030	10031	10032	10033	10034	10035	10036	10037	10038	10039	10040	10041	10042	10043	10044	10045	10046	10047	10048	10049	10050	10051	10052	10053	10054	10055	10056	10057	10058	10059	10060	10061	10062	10063	10064	10065	10066	10067	10068	10069	10070	10071	10072	10073	10074	10075	10076	10077	10078	10079	10080	10081	10082	10083	10084	10085	10086	10087	10088	10089	10090	10091	10092	10093	10094	10095	10096	10097	10098	10099	100100	100101	100102	100103	100104	100105	100106	100107	100108	100109	100110	100111	100112	100113	100114	100115	100116	100117	100118	100119	100120	100121	100122	100123	100124	100125	100126	100127	100128	100129	100130	100131	100132	100133	100134	100135	100136	100137	100138	100139	100140	100141	100142	100143	100144	100145	100146	100147	100148	100149	100150	100151	100152	100153	100154	100155	100156	100157	100158	100159	100160	100161	100162	100163	100164	100165	100166	100167	100168	100169	100170	100171	100172	100173	100174	100175	100176	100177	100178	100179	100180	100181	100182	100183	100184	100185	100186	100187	100188	100189	100190	100191	100192	100193	100194	100195	100196	100197	100198	100199	100200	100201	100202	100203	100204	100205	100206	100207	100208	100209	100210	100211	100212	100213	100214	100215	100216	100217	100218	100219	100220	100221	100222	100223	100224	100225	100226	100227	100228	100229	100230	100231	100232	100233	100234	100235	100236	100237	100238	100239	100240	100241	100242	100243	100244	100245	100246	100247	100248	100249	100250	100251	100252	100253	100254	100255	100256	100257	100258	100259	100260	100261	100262	100263	100264	100265	100266	100267	100268	100269	100270	100271	100272	100273	100274	100275	100276	100277	100278	100279	100280	100281	100282	100283	100284	100285	100286	100287	100288	100289	100290	100291	100292	100293	100294	100295	100296	100297	100298	100299	100300	100301	100302	100303	100304	100305	100306	100307	100308	100309	100310	100311	100312	100313</th

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard off?

	7a.	7b.	8a.	9a.	10a.	10b.	11a.	12a.	13a.
	Never heard of	Never tried	Brand started on	First switch	Second switch	Present	Have smoked	Tried but never regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2	3
Du Maurier	2	2	2	2	2	2	4	5	6
Encore	3	3	3	3	3	3	7	8	9
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X	Parlia- ment and/or Marl- boro and one other brand
Kent	5	5	5	5	5	5	29-1	2	3
Kool	6	6	6	6	6	6	4	5	6
L & M	7	7	7	7	7	7	7	8	9
Marlboro (filter)	8	8	8	8	8	8	0	X	Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2	3
Parliament	2	2	2	2	2	2	4	5	6
Spud	3	3	3	3	3	3	7	8	If "X'd"
Viceroy	4	4	4	4	4	4	0	X	Y
Winston	5	5	5	5	5	5	31-1	2	3
Other filter	XXX	XXX	6	6	6	6	4	5	6
No regular brand	XXX	XXX	7 to 11	7	7	7	XXX	XXX	XXX
Still smoking brand	XXX	XXX	XXX	8 to 12	8 to 11e	8 to 11e	XXX	XXX	XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX	XXX
Don't know	XXX	XXX	10 to 9d	Skip	0 to 10a	0 to 11e	XXX	XXX	XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?

Parliaments:

32-

Marlboro:

33-

None or don't know ..... 33-Y

Marlboro:

34-

Others:

35-

None or don't know ..... 35-Y

Others:

36-

None or don't know ..... 37-

37-

None or don't know ..... 37-Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38-

39-

Don't know ..... 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know ..... 41-Y

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10a. What brand did you switch to when you stopped smoking  
it? (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)  
died. 42-  
I don't know. 43-Y

b. Why did you switch from (brand in 9a) to (brand in 10a)?  
Brand new. 42-  
Switching because I just wanted to. 43-

c. And your present brand is \_\_\_\_\_ is that right?  
(RECORD AT LEFT IN 11a, COLUMN)  
I don't know. 43-Y

b. Why did you switch to that brand from your previous  
brand? I don't know. 44-

c. How long have you been smoking your present brand?  
Less than 3 mos. 46-1  
3 mos.—less than 9 mos. 2

9 mos.—less than 1½ yrs. 3  
1½ yrs.—less than 2½ yrs. 4  
2½ yrs.—less than 3½ yrs. 5  
3½ yrs—or over 6  
Don't know. 45-Y

c. How long have you been smoking your present brand?

Less than 3 mos. 46-1  
3 mos.—less than 9 mos. 2  
9 mos.—less than 1½ yrs. 3  
1½ yrs.—less than 2½ yrs. 4  
2½ yrs.—less than 3½ yrs. 5  
3½ yrs—or over 6  
Don't know. 47-Y

12. Are there any other things you particularly like about your  
present brand that you have not mentioned?

None. 48-  
Don't know. 48-Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT  
MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never  
smoked as a regular brand—is that correct?  
(RECORD AT LEFT IN 13a, COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR  
PARLIAMENTS, MARLBOROS, AND ONE OTHER XD BRAND,  
IF ANY

13b. Why didn't you ever smoke (Parliaments, Marlboro, other)  
as your regular brand?

Parliaments: 42-24 & 47-4  
I don't know. 49-  
Marlboro: 42-24 & 47-4  
I don't know. 50-Y  
Don't know. 50-Y

Marlboro: 42-24 & 47-4  
I don't know. 51-  
Other: 42-24 & 47-4  
I don't know. 52-Y  
Don't know. 52-Y

Other: 42-24 & 47-4  
I don't know. 53-  
I don't know. 54-Y  
Don't know. 54-Y

ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would  
you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb, Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX
Go back to non-filter:		
Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX
None	X	X (Skip to 15).
Don't know	Y	Y (to 15).

b. Is there any particular filter brand that you would not buy?  
(If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-  
60-  
Don't know. 60-Y

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15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Marlboro, etc.)? Any others? Which of the words and phrases on the card would you use to describe (Parliament, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Viceroy	Winston
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a truck driver, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a truck driver, etc.) (even if you don't actually know one)?

	Truck driver	Doctor	Stenographer	Bank president
Du Maurier	23-1	24-1	25-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	9	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

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18a. When you go to buy your regular brand of filter tips, do you find that you never have any trouble finding a store that carries them \_\_\_\_\_ 35-1

OR

A few stores don't carry them, but most stores do \_\_\_\_\_ 2

OR

While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3

OR

Only a few stores carry your regular brand \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

b. Did you buy any filter tip cigarettes yesterday, either for yourself or someone else?

Yes \_\_\_\_\_ 36-1. (Ask c.)

No \_\_\_\_\_ 2

Don't know \_\_\_\_\_ 3 } (Skip to 19)

c. How many did you buy?

By the pack \_\_\_\_\_ By the carton \_\_\_\_\_

1 pack \_\_\_\_\_ 37-1 1 carton \_\_\_\_\_ 5

2 packs \_\_\_\_\_ 2 2 cartons \_\_\_\_\_ 6

3 - 9 packs \_\_\_\_\_ 3 3 or more cartons \_\_\_\_\_ 7

10 or more packs \_\_\_\_\_ 4 Don't know \_\_\_\_\_ 8

(not carton)

d. Where did you buy them?

Drugstore \_\_\_\_\_ 38-1 Vending machine \_\_\_\_\_ 4

News-cigar stand or store \_\_\_\_\_ 2 Other \_\_\_\_\_ 5

Grocery store or supermarket \_\_\_\_\_ 3 Don't know \_\_\_\_\_ 6

Gas station \_\_\_\_\_ 7

Other \_\_\_\_\_ 8

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b.)

All the same \_\_\_\_\_ 2 } (Skip to 20)

Don't know \_\_\_\_\_ 3

19b. Which filter tip brands would you say are the higher-priced brands? (IF RECORDED IN 19a, ASK FOR PARLIAMENT, MARLBORO, AND ONE OTHER X'd BRAND, IF ANY)

Parliament \_\_\_\_\_ Good buy \_\_\_\_\_

Higher priced for money \_\_\_\_\_ Not a good buy \_\_\_\_\_ Don't know \_\_\_\_\_

Du Maurier \_\_\_\_\_ 40-1 42-1 2 3

Encore \_\_\_\_\_ 2 42-4 3 5 6

Herbert Tareyton (filter) \_\_\_\_\_ 3 42-7 8 9

Kent \_\_\_\_\_ 4 42-0 X Y

L & M \_\_\_\_\_ 5 43-1 2 3

Marlboro \_\_\_\_\_ 6 43-4 5 6

Old Gold (filter) \_\_\_\_\_ 7 43-7 8 9

Parliament \_\_\_\_\_ 8 43-0 X Y

Regent \_\_\_\_\_ 41-1 44-1 2 3

Sano (filter) \_\_\_\_\_ 2 44-4 5 6

Viceroy \_\_\_\_\_ 3 44-7 8 9

Vogue \_\_\_\_\_ 4 44-0 X Y

Winston \_\_\_\_\_ 5 45-1 2 3

Other \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price? (RECORD ABOVE)

IF RECORDED IN 19b: ASK FOR PARLIAMENT, MARLBORO, AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Parliaments, Marlboros, other) cost more than other brands?

Parliaments:

Don't know \_\_\_\_\_ 46-

Marlboros:

Don't know \_\_\_\_\_ 47-

Other:

Don't know \_\_\_\_\_ 48-

Don't know \_\_\_\_\_ 49-

Don't know \_\_\_\_\_ 49-Y

50-

51-

51-Y

1001251940

20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	Best	Worst
a. Activated charcoal filter	52-1	53-1
b. Asbestos	2	2
c. Cellulose acetate filter	3	(Ask b)
d. Cotton	4	4
e. Paper filter	5	5
f. Purocel filter	6	6
g. None	7	7
h. Don't know	8	8

b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	b.	d.
	Has best	Has worst
Yes:		
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

c. Which one of the materials on the card do you think would do the worst job of filtering (RECORD ABOVE)

d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size or a king-size cigarette?

Regular size \_\_\_\_\_ 61-1 Long-size (vol.) \_\_\_\_\_ 4

King-size \_\_\_\_\_ 2 Either \_\_\_\_\_ 5

In-between \_\_\_\_\_ 3 Don't know \_\_\_\_\_ 6

22. What is your occupation?

Executive and professional \_\_\_\_\_ 62-1

Small business proprietor \_\_\_\_\_ 2

White collar \_\_\_\_\_ 3

Personal service and protective \_\_\_\_\_ 4

Factory labor \_\_\_\_\_ 5

Non-factory labor \_\_\_\_\_ 6

Farm proprietor \_\_\_\_\_ 7

Farm labor \_\_\_\_\_ 8

Housewife \_\_\_\_\_ 9

Other \_\_\_\_\_ 0

23a. Are you married or single?

Married \_\_\_\_\_ 63-1 (Ask b)

Single \_\_\_\_\_ 2

Divorced \_\_\_\_\_ 3 (SKIP TO INSTRU-

TION BOX TOP OF

NEXT PAGE)

Widowed \_\_\_\_\_ 4

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes \_\_\_\_\_ 64-1

Does not live with respondent (vol.) \_\_\_\_\_ 2

Smokes:

Du Maurier \_\_\_\_\_ 65-1 Regent \_\_\_\_\_ 66-1

Encore \_\_\_\_\_ 2 Sano (filter) \_\_\_\_\_ 2

Herbert Tareyton (filter) \_\_\_\_\_ 3 Viceroy \_\_\_\_\_ 3

Kent \_\_\_\_\_ 4 Vogue \_\_\_\_\_ 4

L & M \_\_\_\_\_ 5 Winston \_\_\_\_\_ 5

Marlboro \_\_\_\_\_ 6 Other filter \_\_\_\_\_ 6

Old Gold (filter) \_\_\_\_\_ 7 Non-filter brand \_\_\_\_\_ 7

Parliament \_\_\_\_\_ 8 Don't know \_\_\_\_\_ 8

1001251941



We are testing several different kinds of cigarettes so I'd like to check to see just which ones I gave you. I think I gave you some new Parliaments which would sell for (\_\_\_\_\_), less than the (\_\_\_\_\_) which existing Parliaments sell for, but more than the (\_\_\_\_\_) which Marlboros sell for around here. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	Marlboro	Parliament	
None	11-1 (Ask b)	11-6 (Ask b)	
Less than 1 pack	4-12	7	
1 to less than 3 packs	3	8	(Skip to 29)
3 packs or over	4	9	
Don't know	5	0	

b. Why haven't you smoked any of (these, the) cigarettes?

	Marlboro	
None	12-	
Don't know	13-	
Both	14-	

	Parliament	
None	14-	
Don't know	15-	
Both	15-Y	

	Both	
None	16-	
Don't know	17-	
Both	17-Y	

c. Leaving aside the difference in price, which of these two cigarettes do you like better?

	Parliaments	18-1 (Ask b)
Marlboro	2	(Skip to 31)
No difference	3	(Skip to 30)
Don't know	4	

b. Would you say you like these Parliaments a lot better or only a little better than Marlboros?

	Lot better	19-1
Little better	2	
Don't know	3	

c. Why do you like these Parliaments better than Marlboros?

	20-
Both	21-
Don't know	21-Y

30. If these new Parliaments were available at # cents more than Marlboros, do you think you would switch to them or would you continue to smoke Marlboros?

Switch to Parliaments \_\_\_\_\_ 22-1

Continue with Marlboro \_\_\_\_\_ 2 (Skip to 35)

Don't know \_\_\_\_\_ 3

31a. Would you say you liked Marlboros a lot better or only a little better than these new Parliaments?

Lot better \_\_\_\_\_ 23-1

Little better \_\_\_\_\_ 2

Don't know \_\_\_\_\_ 3

31b. Why do you like Marlboros better than these new Parliaments?

24-

25-

26-

27-

28-

29-

30-

QUESTIONS 32-34 OMITTED ON THIS FORM.

ASK OF EVERYBODY

35. What things, if any, don't you particularly like about the new Parliaments?

28-

29-

30-

Don't know \_\_\_\_\_ 29-Y

36. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the new Parliaments? (HAND RESPONDENT YELLOW CARD)

1. Tastes like a real cigarette \_\_\_\_\_ 30-1

2. Man's cigarette \_\_\_\_\_ 2

3. The cleanest smoke \_\_\_\_\_ 3

4. High class \_\_\_\_\_ 4

5. Snobbish \_\_\_\_\_ 5

6. Poorly made \_\_\_\_\_ 6

7. Too expensive \_\_\_\_\_ 7

8. Good value for money \_\_\_\_\_ 8

9. Hard to draw on \_\_\_\_\_ 9

10. Good flavor \_\_\_\_\_ 0

11. Not enough taste \_\_\_\_\_ X

12. More attractive tip \_\_\_\_\_ Y

13. Too strong \_\_\_\_\_ 31-1

14. Superior quality \_\_\_\_\_ 2

15. Odd or peculiar taste \_\_\_\_\_ 3

16. Mild \_\_\_\_\_ 4

17. Up-to-date \_\_\_\_\_ 5

18. Distinctive \_\_\_\_\_ 6

19. Satisfying \_\_\_\_\_ 7

20. Easy to draw on \_\_\_\_\_ 8

21. Popular with women \_\_\_\_\_ 9

22. For me \_\_\_\_\_ 0

23. Not for me \_\_\_\_\_ X

None or don't know \_\_\_\_\_ Y

1001251943

37a. Which did you think was better as far as taste or flavor is concerned, the Parliaments or the Marlboros?

Parliaments \_\_\_\_\_ 32-1 } (Ask b)  
Marlboro \_\_\_\_\_ 2 }

No difference or don't know \_\_\_\_\_ 3 (Skip to 38)

b. Why do you think that one has the better taste or flavor?

33-

34-

Don't know \_\_\_\_\_ 34-Y

38a. Just as far as appearance is concerned, which of the two do you feel has the best looking package (leaving aside the way it works)?

Parliaments \_\_\_\_\_ 35-1 } (Ask b)  
Marlboro \_\_\_\_\_ 2 }

No difference or don't know \_\_\_\_\_ 3 (Skip to 40)

b. Why do you think that one is the best looking?

36-

37-

Don't know \_\_\_\_\_ 37-Y

QUESTION 39 OMITTED ON THIS FORM

40a. Did you notice any difference in the filters in the two types of cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes

Parliaments \_\_\_\_\_ 41-1 } (Ask b)  
Marlboro \_\_\_\_\_ 2 }

Don't know  
but noticed difference \_\_\_\_\_ 3 } (Skip to 41)  
No-didn't notice difference \_\_\_\_\_ 4 }

b. Why did you like that one better?

42-

43-

Don't know \_\_\_\_\_ 43-Y

41a. The Parliament cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed \_\_\_\_\_ 44-1 (Ask b)

Even with end \_\_\_\_\_ 2 (Skip to c)

Don't know \_\_\_\_\_ 3 (Skip to 42)

b. Why do you like recessed filters better?

45-

46-

Don't know \_\_\_\_\_ 46-Y } (Skip to 42)

c. Why don't you like recessed filter tips as well?

45-

46-

Don't know \_\_\_\_\_ 46-Y

42. Both of these cigarettes are "long size," a size in-between regular and king size. Do you prefer this length or do you prefer regular size or do you prefer king size, or doesn't the length make any difference to you?

Prefer long size \_\_\_\_\_ 47-1

Prefer regular size \_\_\_\_\_ 2

Prefer king size \_\_\_\_\_ 3

Makes no difference \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

43. Would you be inclined to recommend these new Parliaments to a friend?

Yes \_\_\_\_\_ 48-1

No \_\_\_\_\_ 2

Don't know \_\_\_\_\_ 3

QUESTION 44 OMITTED ON THIS FORM

1001251944

**MB**

Screen Interview No. \_\_\_\_\_

Job No. 861 February, 1956 Number \_\_\_\_\_ Place \_\_\_\_\_

**FOR PINK AND BLUE QUESTIONNAIRES ONLY:**

**CROSS-SECTION**

10-1

**OVERSAMPLE**

2

4. How long ago did you first start to smoke filter tips regularly?
- Less than 3 mos. \_\_\_\_\_ 11-1
- 3 mos.—less than 9 mos. \_\_\_\_\_ 2
- 9 mos.—less than 1½ yrs. \_\_\_\_\_ 3
- 1½ yrs.—less than 2½ yrs. \_\_\_\_\_ 4
- 2½ yrs.—less than 3½ yrs. \_\_\_\_\_ 5
- 3½ yrs. or more \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

5. Why did you first start to smoke filter tips regularly?
- For taste \_\_\_\_\_ 12-
- Don't know \_\_\_\_\_ 13-

Don't know \_\_\_\_\_ 13-Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) \_\_\_\_\_ 14-1

Camels \_\_\_\_\_ 2

Chesterfield:

Regular \_\_\_\_\_ 3

King \_\_\_\_\_ 4

Herbert Tareyton \_\_\_\_\_ 5

Kool \_\_\_\_\_ 6

Lucky Strike \_\_\_\_\_ 7

Old Gold: \_\_\_\_\_ 8

Regular \_\_\_\_\_ 8

King \_\_\_\_\_ 9

Pall Mall \_\_\_\_\_ 15-1

Philip Morris:

Regular \_\_\_\_\_ 2

King \_\_\_\_\_ 3

Spud \_\_\_\_\_ 4

Other regular \_\_\_\_\_ 5

Other king \_\_\_\_\_ 6

No regular brand \_\_\_\_\_ 7

Don't know \_\_\_\_\_ 8

1001251945

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	7a.	7b.	8a.	9a.	10a.	11a.	12a.	13a.	
	Never heard of	Never tried	Brand started on	First switch	Second switch	Present	Have smoked regularly	Tried but never smoked regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2	3
Du Maurier	2	2	2	2	2	2	4	5	6
Encore	3	3	3	3	3	3	7	8	(Ask b for Parliment and/or Marlboro and one other brand if "X'd") 9
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X	Y
Kent	5	5	5	5	5	5	29-1	2	3
Kool	6	6	6	6	6	6	4	5	6
L & M	7	7	7	7	7	7	7	8	9
Marlboro (filter)	8	8	8	8	8	8	0	X	Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2	3
Parliament	2	2	2	2	2	2	4	5	6
Spud	3	3	3	3	3	3	7	8	9
Viceroy	4	4	4	4	4	4	0	X	"X'd" Y
Winston	5	5	5	5	5	5	31-1	2	3
Other filter	XXX	XXX	6	6	6	6	4	5	6
No regular brand	XXX	XXX	(Skip 7 to 11)	7	7	7	XXX	XXX	XXX
Still smoking brand	XXX	XXX	XXX	(Skip 8 to 12)	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX	XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX	XXX
Don't know	XXX	XXX	(Skip 0 to 9a)	Skip 0 to 10a	0	(Skip 0 to 11c)	XXX	XXX	XXX

7b. (Of those you have heard of). Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY).

c. Is there any particular reason why you have never tried (Marlboro, Parliament, others)?

Parliaments:

32-

33-

None or don't know ..... 33-Y

Marlboro:

34-

35-

None or don't know ..... 35-Y

Other:

36-

37-

None or don't know ..... 37-Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38-

39-

Don't know ..... 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know ..... 41-Y

1001251946

1951 SURVEY

10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)

a. Why did you switch from (brand in 9a) to (brand in 10a)?  
Same or different  
Don't know  
42-

b. Why did you switch from (brand in 9a) to (brand in 10a)?  
Same or different  
Don't know  
43-

c. How long have you been smoking your present brand?  
Don't know  
43-

d. And your present brand is \_\_\_\_\_ is that right? (RECORD AT LEFT IN 11a, COLUMN)

Present brand  
Don't know  
43-

e. Why did you switch to that brand from your previous brand?  
Same or different  
Don't know  
44-

f. How long have you been smoking your present brand?  
Don't know  
45-

g. How long have you been smoking your present brand?  
Don't know  
45-Y

h. Are there any other things you particularly like about your present brand that you have not mentioned?  
47-

i. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a, COLUMN)

48-

j. Don't know  
48-Y

**CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.**

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a, COLUMN)

49-

50-

51-

52-

53-

54-

55-

56-

57-

58-

59-

60-

61-

62-

63-

64-

65-

66-

67-

68-

69-

70-

71-

72-

73-

74-

75-

76-

77-

78-

79-

80-

81-

82-

83-

84-

85-

86-

87-

88-

89-

90-

91-

92-

93-

94-

95-

96-

97-

98-

99-

100-

**IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY**

13b. Why didn't you ever smoke (Marlboro, Parliaments, other) as your regular brand? (RECORD AT LEFT IN 13b, COLUMN)

Parliaments  
Don't know  
49-

Marlboro  
Don't know  
50-

Other  
Don't know  
50-Y

Marlboro  
Don't know  
51-

Parliament  
Don't know  
52-

Other  
Don't know  
52-Y

Others  
Don't know  
53-

Other  
Don't know  
54-

Other  
Don't know  
54-Y

**ASK EVERYONE**

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX
Go back to non-filter:		
Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX
None	X	X (Skip)
Don't know	Y	Y (to 15)

14b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know  
60-Y

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Kents, etc.)? Any others? Which of the words and phrases on the card would you use to describe (L & M, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Mark boro	Parlia- ment	Kents	L & M
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a truck driver, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card (HAND RESPONDENT PINK CARD) would you buy for (a truck driver, etc.) (even if you don't actually know one)?

	Glamorous House- wife	Male English- man	movie actress	college student
Du Maurier	23-1	24-1	25-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001251948

1001251949

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them \_\_\_\_\_ 35-1.

OR

A few stores don't carry them, but most stores do \_\_\_\_\_ 2.

OR

While many stores do carry them, a lot of stores don't \_\_\_\_\_ 3.

OR

Only a few stores carry your regular brand \_\_\_\_\_ 4.

Don't know \_\_\_\_\_ 5.

b. Did you buy any filter tip cigarettes yesterday (Saturday) either for yourself or someone else?

Yes \_\_\_\_\_ 36-1 (Ask c)

No \_\_\_\_\_ 2 } (Skip to 19)  
Don't know \_\_\_\_\_ 3

c. How many did you buy?

By the pack      By the carton

1 pack \_\_\_\_\_ 37-1      1 carton \_\_\_\_\_ 5

2 packs \_\_\_\_\_ 2      2 cartons \_\_\_\_\_ 6

3-9 packs \_\_\_\_\_ 3      3 or more cartons \_\_\_\_\_ 7

10 or more packs \_\_\_\_\_ 4      Don't know \_\_\_\_\_ 8  
(not carton)

d. Where did you buy them?

Drugstore \_\_\_\_\_ 38-1      Vending machine \_\_\_\_\_ 4

News-cigar stand or store \_\_\_\_\_ 2      Other \_\_\_\_\_ 5

Grocery store or supermarket \_\_\_\_\_ 3      Don't know \_\_\_\_\_ 6

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others \_\_\_\_\_ 39-1 (Ask b)

All the same \_\_\_\_\_ 2 }  
Don't know \_\_\_\_\_ 3 } (Skip to 20)

19b. Which filter tip brands would you say are the higher-priced brands?

		Good buy		
		Higher priced for money	Not a good buy	Don't know

Du Maurier \_\_\_\_\_ 40-1      42-1      2      3

Encore \_\_\_\_\_ 2      42-4      5      6

Herbert Tareyton  
(filter) \_\_\_\_\_ 3      42-7      8      9

Kent \_\_\_\_\_ 4      42-0      X      Y

L & M \_\_\_\_\_ 5      43-1      2      3

Marlboro \_\_\_\_\_ 6      43-4      5      6

Old Gold (filter) \_\_\_\_\_ 7      43-7      8      9

Parliament \_\_\_\_\_ 8      43-0      X      Y

Regent \_\_\_\_\_ 41-1      44-1      2      3

Sano (filter) \_\_\_\_\_ 2      44-4      5      6

Viceroy \_\_\_\_\_ 3      44-7      8      9

Vogue \_\_\_\_\_ 4      44-0      X      Y

Winston \_\_\_\_\_ 5      45-1      2      3

Other \_\_\_\_\_ 6

Don't know \_\_\_\_\_ 7

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price?  
(RECORD ABOVE)

IF RECORDED IN 19b: ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'D BRAND, IF ANY:

d. Why do you think (Marlborses, Parliaments, other) cost more than other brands?

Parliaments:

Don't know \_\_\_\_\_ 46-

Other \_\_\_\_\_ 47-

Don't know \_\_\_\_\_ 47-Y

Marlborses:

Don't know \_\_\_\_\_ 48-

Other \_\_\_\_\_ 49-

Don't know \_\_\_\_\_ 49-Y

Other:

Don't know \_\_\_\_\_ 50-

Other \_\_\_\_\_ 51-

Don't know \_\_\_\_\_ 51-Y

1001251950

- 20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	<u>Best</u>	<u>c.</u>	<u>Worst</u>
Activated charcoal filter	52-1	53-1	
Asbestos	2	2	
Cellulose acetate filter	3	(Ask b)	3 (Ask d)
Cotton	4	4	
Paper filter	5	5	
Purocel filter	6	6	
None	7	7	(Skip to c)
Don't know	8	8	(Skip to 21)

- b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	<u>b.</u> Has best	<u>d.</u> Has worst
<u>Yes:</u>		
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

- c. Which one of the materials on the card do you think would do the worst job of filtering. (RECORD ABOVE)

- d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size?

Regular size \_\_\_\_\_ 61-1 Long-size (vol.) \_\_\_\_\_ 4  
King-size \_\_\_\_\_ 2 Either \_\_\_\_\_ 5

In-between \_\_\_\_\_ 3 Don't know \_\_\_\_\_ 6

22. What is your occupation?

Executive and professional \_\_\_\_\_ 62-1  
Small business proprietor \_\_\_\_\_ 2  
White collar \_\_\_\_\_ 3  
Personal service and protective \_\_\_\_\_ 4  
Factory labor \_\_\_\_\_ 5  
Non-factory labor \_\_\_\_\_ 6  
Farm proprietor \_\_\_\_\_ 7  
Farm labor \_\_\_\_\_ 8  
Housewife \_\_\_\_\_ 9  
Other \_\_\_\_\_ 0

- 23a. Are you married or single?

Married \_\_\_\_\_ 63-1 (Ask b)

Single \_\_\_\_\_ 2

Divorced \_\_\_\_\_ 3 (SKIP TO INSTRUC-

TION BOX TOP OF NEXT PAGE)

Widowed \_\_\_\_\_ 4

- b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes \_\_\_\_\_ 64-1

Does not live with respondent (vol.) \_\_\_\_\_ 2

Smokes:

Du Maurier	65-1	Regent	66-1
Encore	2	Sano (filter)	2
Herbert Tareyton (filter)	3	Viceroy	3
Kent	4	Vogue	4
L & M	5	Winston	5
Marlboro	6	Other filter	6
Old Gold (filter)	7	Non-filter brand	7
Parliament	8	Don't know	8



1001251952

We are testing several different kinds of cigarettes so I'd like to check to see just which ones I gave you. I think I gave you some new Parliaments which would sell for (\_\_\_\_\_), less than the (\_\_\_\_\_) which existing Parliaments sell for, but more than the (\_\_\_\_\_) which Marlboros sell for around here. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	<u>Marlboro</u>	<u>Parliament</u>	
None	11-1	(Ask b)	11-6 (Ask b)
Less than 1 pack	2	7	
1 to less than 3 packs	3	8	(Skip to 29)
3+ packs or over	4	9	
Don't know	5	0	

b. Why haven't you smoked any of (these, the) cigarettes?

	<u>Marlboro</u>		
None	12-		
Less than 1 pack	13-		
1 to less than 3 packs	14-		
3+ packs or over	15-		
Don't know	13-Y		

	<u>Parliament</u>		
None	14-		
Less than 1 pack	15-		
1 to less than 3 packs	16-		
3+ packs or over	17-		
Don't know	17-Y		

#### IF SMOKED NO PARLIAMENTS, TERMINATE.

29a. Leaving aside the difference in price, which of these two cigarettes do you like better?

Parliaments	18-1 (Ask b)
Marlboro	2 (Skip to 31)
No difference	3 (Skip to 30)
Don't know	4

b. Would you say you like these Parliaments a lot better or only a little better than Marlboros?

Lot better	19-1
Little better	2
Don't know	3

c. Why do you like these Parliaments better than Marlboros?

20-

21-

Don't know 21-Y

30. If these new Parliaments were available at 6 cents more than Marlboros, do you think you would switch to them or would you continue to smoke Marlboros?

Switch to Parliaments 22-1

Continue with Marlboro 2 (Skip to 35)

Don't know 3

31a. Would you say you liked Marlboros a lot better or only a little better than these new Parliaments?

Lot better 23-1

Little better 2

Don't know 3

31b. Why do you like Marlboros better than these new Parliaments?

Don't know

24-

Don't know

25-

Don't know 25-Y

#### QUESTIONS 32-34 OMITTED ON THIS FORM.

#### ASK OF EVERYBODY

35. What things, if any, don't you particularly like about the new Parliaments?

28-

29-

Don't know 29-Y

36. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the new Parliaments? (HAND RESPONDENT YELLOW CARD)

1. Tastes like a real cigarette 30-1
2. Man's cigarette 2
3. The cleanest smoke 3
4. High class 4
5. Snobbish 5
6. Poorly made 6
7. Too expensive 7
8. Good value for money 8
9. Hard to draw on 9
10. Good flavor 0
11. Not enough taste X
12. More attractive tip Y
13. Too strong 31-1
14. Superior quality 2
15. Odd or peculiar taste 3
16. Mild 4
17. Up-to-date 5
18. Distinctive 6
19. Satisfying 7
20. Easy to draw on 8
21. Popular with women 9
22. For me 0
23. Not for me X
- None or don't know Y

1001751953

37a. Which did you think was better as far as taste or flavor is concerned, the Parliaments or the Marlboros?

Parliaments \_\_\_\_\_ 32-1 } (Ask b)  
Marlboros \_\_\_\_\_ 2 }

No difference or don't know \_\_\_\_\_ 3 (Skip to 38)

b. Why do you think that one has the better taste or flavor?

33-

34-

Don't know \_\_\_\_\_ 34-Y

38a. Just as far as appearance is concerned, which of the two do you feel has the best looking package (leaving aside the way it works)?

Parliaments \_\_\_\_\_ 35-1 } (Ask b)  
Marlboros \_\_\_\_\_ 2 }

No difference or don't know \_\_\_\_\_ 3 (Skip to 40)

b. Why do you think that one is the best looking?

35-

36-

Don't know \_\_\_\_\_ 37-Y

QUESTION 39 OMITTED ON THIS FORM

40a. Did you notice any difference in the filters in the two types of cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes

Parliaments \_\_\_\_\_ 41-1 } (Ask b)  
Marlboros \_\_\_\_\_ 2 }

Don't know  
but noticed difference \_\_\_\_\_ 3 } (Skip to 41)  
No-didn't notice difference \_\_\_\_\_ 4 }

b. Why did you like that one better?

42-

43-

Don't know \_\_\_\_\_ 43-Y

41a. The Parliament cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed \_\_\_\_\_ 44-1 (Ask b)

Even with end \_\_\_\_\_ 2 (Skip to c)

Don't know \_\_\_\_\_ 3 (Skip to 42)

b. Why do you like recessed filters better?

45-  
46- } (Skip to 42)

Don't know \_\_\_\_\_ 46-Y

c. Why don't you like recessed filter tips as well?

45-

46-

Don't know \_\_\_\_\_ 46-Y

42. Both of these cigarettes are "long size," a size in-between regular and king size. Do you prefer this length or do you prefer regular size or do you prefer king size, or doesn't the length make any difference to you?

Prefer long size \_\_\_\_\_ 47-1

Prefer regular size \_\_\_\_\_ 2

Prefer king size \_\_\_\_\_ 3

Makes no difference \_\_\_\_\_ 4

Don't know \_\_\_\_\_ 5

43. Would you be inclined to recommend these new Parliaments to a friend?

Yes \_\_\_\_\_ 48-1

No \_\_\_\_\_ 2

Don't know \_\_\_\_\_ 3

QUESTION 44 OMITTED ON THIS FORM

DISCUSSION

1001751954

DISCUSSION

*Note: The following discussion is not intended as a summary in words of what the tables themselves often say so much more quickly and clearly. Nor is it intended as a substitute for the careful reading of the tables themselves.*

*It is intended only to be a brief discussion of those findings of the study which most impress us. Since it is entirely possible that you might either arrive at different conclusions than we have arrived at or might pick different topics to emphasize, we strongly urge a careful study of the tables.*

*Certainly there is much detailed information of value in the tables which we have chosen not to mention in this analysis.*

HIGHLIGHTS

Of the various points of information provided by this study as a whole, the following points seem to us to be of major and general interest.

They are presented here for convenience as an over-all summary in brief and undocumented form. Following each point is a reference to the page of this discussion where the particular point is presented in greater detail and with supporting material from the tables.

**SECTION II - THE PHILIP MORRIS PACKAGE CHANGE; BRANDS SMOKED AS OCCASIONAL BRANDS; CHANGES IN THE MARKET**

Philip Morris' package and blend changes have attracted both favorable comment and large numbers of "triers" but at the same time have produced few "converts." This would indicate that the changes, while they may be considered successful, have not been successful enough to overcome some "negatives." Whether the negatives are in the product itself, or some aspect of the product's reputation, is not apparent. (Page XXI)

Kools and, to a lesser degree, Parliaments show great appeal as occasional brands--the one during time of cold and sore throat; the other because of its "classy," "elegant" characteristics. Their strength as occasional brands, at the same time, points up their weaknesses as regular brands--in the case of Kool, because of its taste; in the case of Parliament, partly because of its price. (Page XXII)

Negroes in non-rural areas have become almost identical to whites in their smoking habits, which has significance in two ways--the unique "Negro market" seems to be disappearing, and with it Philip Morris' per cent of the Negro market is declining, although its share in the Negro market is still twice its share of market among whites. (Page XXIII)

**1001751955**

The two brands which are holding up best in the declining non-filter field are Pall Malls and, to a lesser extent, Luckies--both popular with young people. (Page XXV)

### SECTION III - FILTER-TIP SMOKERS' BRAND HABITS AND ATTITUDES

Although the make-up of filter-tip smokers as a whole still tends to have more women than men, and to be slightly weighted in favor of the higher economic levels and older people, these differences are tending to disappear. (Page XXVI)

At present, almost all filter-tip smokers are people who have switched from non-filter cigarettes--not people who started on filter cigarettes. (Page XXVII)

Major (though declining) factors in the switch to filters are reasons of health or the physical effects of smoking. (Page XXVIII)

The fact that filter cigarettes are a little different, a little "nicer," a little more stylish, is an important reason for smoking filter-tips--and is becoming more important. (Page XXVII)

Although they say they switched to filters to get a milder, less harmful cigarette, their choice of brand is based on flavor. (Page XXVIII)

One out of two filter-tip smokers have changed their filter brand at least once. (Page XXVIII)

### PARLIAMENT

A majority of Parliament smokers made their brand selection at a time when circumstances were very different than they are at present. (Page XXIX)

Parliament has built up a good reputation as being a distinctive cigarette--but a cigarette "for somebody else." (Page XXX)

The fact that it is considered a cigarette for somebody else doesn't mean that people don't like it. Non-smokers of the brand rate it close to leading filter-tip brands on flavor and mildness. (Page XXX)

But it is best known as being expensive--too expensive--and this is the chief reason people give for not trying it, and for not smoking it as a regular brand. (Page XXX)

### MARLBORO

Marlboro is next to Winston in rate of growth, and shows an excellent record in attracting smokers from other brands. Its greatest strength is among top economic level filter smokers, and in the large Northeastern cities. Conversely, the market for Marlboro is weakest outside the largest cities and in the lower economic levels. (Page XXXI)

### WINSTON

Winston has become the leader in the filter-tip field. As well as pulling ahead of Viceroy in share of market, it has become the common denominator of the field. It is the second choice of more filter-tip smokers, and is "everybody's" cigarette in this field. (Page XXXII)

1001751956

Viceroy is in second place and its share of the filter-tip market is declining; L & M, third, is still growing; Old Gold, Kent, Herbert Tareyton seem relatively to be losers. (Page XXXIII)

The box-type package is a big plus that is to Marlboro's--and to a lesser degree Parliament's--favor. (Page XXXIV)

Cotton is not particularly highly regarded as a filter, but the filter itself does not seem to be particularly important when choosing between filter brands. (Page XXXV)

Carton sales and food outlets are now an important factor in the filter-tip distribution pattern. (Page XXXVI)

### SECTION III - THE PRODUCT TEST OF THE NEW PARLIAMENT

Overall, the new blue design of the Molins package is the most generally satisfactory. Its victory, however, is as a compromise candidate rather than as everybody's favorite. (Page XXXVIII)

A premium price--at least when attached to Parliament cigarettes--makes people like the cigarette better, and think more highly of its characteristics than does the popular filter price. (Page XL)

While a premium price increases the desirability of the cigarettes, the desirability does not increase as the premium price increases. (Page XLI)

Not only does a premium price heighten the regard in which the cigarettes are held, but it appears that the right premium price would have no adverse effects on sales potential. (Page XLI)

While, overall, the flush filter is preferred to the recessed filter, other factors indicate that as a filter for Parliament, the advantages of the recessed filter might well outweigh its disadvantages. (Page XLI)

The Molins-type box was preferred to both the Parliament-type box and the cup package by three out of four smokers of other filter brands, and was the least objectionable of all the proposed changes to Parliament smokers. (Page XLIII)

There is a suggestion that, among king size smokers, the 80-mm. length is not necessarily an asset. Parliament smokers noticed the difference in length more than non-Parliament smokers and were less inclined to favor the change. (Page XLIII)

The new Parliament loses the old connotation of being too expensive but at the same time loses some of its reputation for superior quality. (Page XLIV)

The product test section of the study reveals the present full-time Parliament smokers as a conservative, hard-core group who resist change, and hence tend to drag their feet in varying degrees on any proposed change in the present Parliament. (Page XLV)

The fact that, in general, a majority of Parliament smokers prefer the existing Parliament to the new Parliament does not mean, however, that they will not switch to the new Parliament if the other is no longer available. A good majority say they would switch. (Page XLV)

1001751957

Marlboro smokers are less interested than smokers of other filter brands in switching to the new Parliament. (Page XLVI)

In short, the study gives indication that the new blue recessed Parliament at 2¢ premium will substantially exceed the existing Parliament in sales. (Page XLVII)

1001251958

SECTION I - THE PHILIP MORRIS PACKAGE CHANGE; BRANDS SMOKED  
AS OCCASIONAL BRANDS; CHANGES IN THE MARKET

The first section of the questionnaire on the Parliament study included the questions on present regular brand of all respondents, and brands smoked occasionally, as well as the questions asked of non-filter brand smokers, to determine the effect of Philip Morris' change in package design and blend.

1. THE EFFECT OF RECENT CHANGES IN PHILIP MORRIS

Philip Morris' package and blend changes have attracted both favorable comment and large numbers of "triers" but at the same time have produced few "converts." This would indicate that the changes, while they may be considered successful, have not been successful enough to overcome some "negatives." Whether the negatives are in the product itself, or some aspect of the product's reputation, is not apparent.

Both the change in Philip Morris' package and the change in blend seem to have been well received. The package change was recalled by 60 per cent of non-filter smokers and liked more than disliked by a 9 to 1 ratio. The blend change was recalled by 9 per cent of non-filter smokers and liked more than disliked by a 3 to 1 ratio. On the face of it, the package might seem to have had a better reception than the blend. The two changes are, however, so different in nature that we do not feel such a comparison is valid.

More important, these changes were also evidently successful in attracting a good number of triers to the brand: 11 per cent of non-filter smokers said that they had tried Philip Morris in the last 6 or 8 months, more than have tried any other brand except filter-tip Winston (the fastest growing of any brand on the market, according to this study). The information from this--and previous--studies would indicate that Philip Morris was, however, not keeping any large proportion of these triers. When we asked those people who had tried Philip Morris, but did not continue to smoke it as a regular brand, why they had not done so, 31 per cent

1001751959

Source: <https://www.industrydocuments.ucsf.edu/docs/mthk0000>

said they just preferred their own brands--that they didn't like Philip Morris as well--and another 21 per cent said that they did not like the taste of Philip Morris. In other words, they said that they did not continue to smoke it because of the cigarette itself.

A consideration of the effect of the package and blend changes as shown by this study, along with the results of the studies made on the snap-open pack introduction and the test marketing of Mayfax, raises a question which in our opinion deserves some further comment at this point. In all three cases, we were studying the effect of a change in the brand. In all three cases, the change was favorably received and got good--although varying--degrees of attention. These changes were also successful in that they succeeded in attracting a goodly number of triers of Philip Morris. That more of these triers have not been converted to permanent smokers would seem to indicate the presence of some counter-acting "negatives."

Previous studies have indicated good consumer acceptability but possibly there is a negative to the product itself. On the other hand, the negative may lie more in the field of brand reputation rather than the product itself. In this area, time may be on Philip Morris' side, in the sense that the various means which have been taken to alter the reputation of the product (particularly the somewhat-publicized blend change) have only just begun to exert their effect.

At this point, our answers can only be speculative. We would hope that the results of the college study might throw more light on the problem.

## 2. THE "OCCASIONAL PURCHASE" MARKET FOR PARLIAMENTS AND KOOLS.

Kools and, to a lesser degree, Parliaments show great appeal as occasional brands--the one during time of cold and sore throat; the other because of its "classy," "elegant" characteristics. Their strength as occasional brands, at the same time, may point up their weaknesses as regular brands--in the case of Kool, because of its taste; in the case of Parliament, partly because of its price.

1001751960

Source: <https://www.industrydocuments.ucsf.edu/docs/mthk0000>

One of our objectives in this section of the study was to investigate the nature of the occasional market for Parliaments and for mentholated cigarettes. While the results would indicate that the actual number of people who bought Parliaments occasionally was not large (the 2 per cent who reported buying them occasionally gave them a rank position of 12th among brands occasionally purchased), there was some indication that people did buy them because they were "different" from other brands. Seven per cent of these occasional smokers said that they bought Parliaments because of the box, and another 7 per cent because they were an "elegant, luxurious" cigarette. In contrast to this, although a great many more people smoked Kools as an occasional brand, they did so because they had a cold or other respiratory trouble. And in giving reasons for not smoking Parliaments as a regular brand, most of those who smoked the cigarette occasionally concentrated on the cost of the cigarette. The occasional smokers of Kools said they did not smoke them all the time because of the taste of the cigarette.

### 3. CHANGES IN THE MARKET

(1) Negroes in non-rural areas have become almost identical to whites in their smoking habits, which has significance in two ways--the unique "Negro market" seems to be disappearing, and with it Phillip Morris' per cent of the Negro market is declining, although its share in the Negro market is still twice its share of market among whites.

A comparison of the type and brand of cigarettes smoked by respondents in the August 1953 study, with those in this study, indicates certain changes in the Negro market. But before discussing the figures which indicate this fact, we should clearly point out that while these figures indicate that a change has taken place, they cannot be taken as a precise measure of the change, because differences in the studies, particularly in the composition of the sample of respondents, do not make the figures strictly comparable.

**1001751961**

Because this study was primarily directed toward filter-tip smokers, no interviews were made in strictly rural areas, where filter-tip smokers are

relatively rare but where a large proportion of Negroes live. The 1953 study included these areas and therefore, part of the change in the figures for a share of market of the various brands can be accounted for by differences in sample.

A comparison of the two studies does, however, indicate a definite change in that the present study shows little difference between Negroes and whites in the proportion who smoke the various types of cigarettes.

Comparison of type of cigarette smoked  
August 1953 and March 1956 studies

	White		Negro	
	August 1953	March 1956	August 1953	March 1956
	%	%	%	%
SMOKE REGULAR SIZE	65	44	78	45
KING SIZE	28	24	18	27
FILTER TIP	4	31	2	28

In 1953, 78% of the Negroes smoked regular-size cigarettes as compared to 65% of the whites--a spread of 13 percentage points. In this study, the spread is only one per cent. In the 1953 study, more whites than Negroes smoked king size by 10 percentage points. Now this difference is only 3 per cent. Correspondingly, the number of Negroes and whites smoking filter tips has grown to nearly the same level: 31 per cent of whites smoke filter tips; 28 per cent of Negroes. Two brands which seem to have suffered as a result of this change in habits of Negro smokers are Camels and Philip Morris. The comparative table below gives an indication of this trend.

Comparison of share of market among Negroes and whites August 1953 and March 1956 studies

Smoke:	Total		Whites		Negroes	
	August 1953	March 1956	August 1953	March 1956	August 1953	March 1956
	%	%	%	%	%	%
PHILIP MORRIS	9	5	7	5	27	10
CAMELS	23	14	22	14	29	18
CHESTERFIELDS	17	12	19	12	8	10
LUCKY STRIKES	16	13	16	13	15	9

1001751962

While Philip Morris and Camels still have a disproportionately large share of market among Negroes, these figures indicate that some of their heavy leadership over other brands in that market has been lost.

Both Camels and Philip Morris have evidently suffered in the whole market also, as well as in the Negro market. Again, the fact that we made no interviews in rural areas probably contributes to the difference in these figures--particularly for Camels, which have always been popular with smokers living in rural areas. Luckies and Chesterfields are also losing smokers, Chesterfield particularly in the last year: 22 per cent of those who had changed in the last year said that Chesterfield had been their brand before they switched, whereas only 12 per cent of the smokers said they were now smoking Chesterfields. This is also true of Philip Morris, where 11 per cent of those who had switched in the last year said they had formerly smoked Philip Morris, whereas 5 per cent reported Philip Morris as their present regular brand at the time of interviewing.

#### 4. PALL MAIL AND LUCKY STRIKE

The two brands which are holding up best in the declining non-filter field are Pall Malls and, to a lesser extent, Luckies--both popular with young people.

Three out of ten smokers reported a filter tip as their regular brand, and filter tips are now gaining at the expense of king-size as well as regular-size cigarettes.

Pall Mall, while its 13 per cent share indicates that rapid growth has levelled off, seems to be retaining its share of the total industry. Lucky Strike, the regular-size cigarette which started down first, now seems to be losing less rapidly than other leading regular-size cigarettes.

They are both exceptionally popular with young people. Of cigarette smokers in the 18-24 age group, 17 per cent smoke Pall Malls and 20 per cent smoke Lucky Strikes.

1001251963

SECTION II - FILTER TIP SMOKERS

The second section of the study made a relatively detailed survey of the brand history and attitudes of filter tip smokers--what brands they had smoked, what brands they had tried, what their opinions were of other brands in the field. In addition to these brand questions we also asked about the specifics of type of package, filter material and purchasing habits.

1. THE FILTER-TIP MARKET--ITS PAST DEVELOPMENT AND PRESENT STATE

(1) Although the make-up of filter-tip smokers as a whole still tends to have more women than men, and to be slightly weighted in favor of the higher economic levels and older people, these differences are tending to disappear.

Forty per cent of female cigarette smokers smoke filter tips, compared to only 24 per cent of male smokers. Twenty-eight per cent of those in the 18-24 age group smoke filter tips, as compared to 36 per cent of those in the 35-49 age group, in which filter tips are most popular. Half of those in the top "A" economic level smoke filter tips, whereas only one out of five of the cigarette smokers in the lowest economic level now smoke filter tips.

Indications are, however, that in the future these differences can be expected to be less sharp. For example, 23 per cent of all filter-tip smokers started filter tips in the last nine months; but 34 per cent of filter smokers in the 18-24 age group started in the last nine months, and 31 per cent of those in the "D" economic level started in the last nine months.

Thus, while the group of filter-tip smokers is still relatively higher in higher economic levels and among women, for example, the percentages of filter-tip smokers in all sub-groups of the population have increased to a degree which means that when speaking of filter-tip smokers, we are speaking of substantial groups of both men and women, of all economic levels, in all parts of the country. The growth of filter-tip smoking in small cities and towns is particularly interesting in this connection.

1001751964

(2) At present, almost all filter-tip smokers are people who have switched from non-filter cigarettes--not people who started on filter cigarettes.

Only 2 per cent of our cross section of filter-tip smokers have always smoked filter tips. The fact that young people are starting to smoke filters in increasing numbers would indicate that this figure of 2 per cent might be expected to grow in the future.

(3) Major (though declining) factors in the switch to filters are reasons of health or the physical effects of smoking.

When asked why they first started to smoke filter tips regularly, 53 per cent of the filter-tip smokers gave reasons of health or the physical effects of smoking. Thirteen per cent mentioned cancer specifically as their reason for smoking filters rather than non-filters.

Although still the most important over-all factors, there are indications that health and physical effects may be declining in importance as a reason for smoking filters. Fifty-six per cent of those who started on filters three years ago gave health as a reason, while only 51 per cent of those who started recently credit health as their reason. Specific mention of cancer has declined from 17 per cent among those who started about two years ago to 10 per cent among those who started in the last nine months.

(4) The fact that filter cigarettes are a little different, a little "nicer," a little more stylish, is an important reason for smoking filter tips--and is becoming more important.

Health factors are much more frequently mentioned as reasons for switching to filters than are style reasons. However, a variety of data in the study indicates that style is an important factor. For example, although nearly all of the cigarette smoking and cancer publicity has been linked to men, it is primarily with women that filter cigarettes got their start. In addition, filter cigarettes got their start with the

1001251965

style-setting upper economic levels. While this may initially have been purely a matter of economics, the fact remains that they were popularized by the style-setting higher economic levels, and are now coming to be accepted by the lower economic levels. Filter cigarettes are also disproportionately strong in the more cosmopolitan urban places.

That style and "It's the thing to do" are becoming increasingly important as reasons for smoking filters is indicated by the fact that, while only 7 per cent of those who switched to filters three years ago cited the influence of friends as a reason for their switching, some 12 per cent of those who have changed in the last three months gave this reason. A similar increase has occurred in the influence of family or relatives, and also in the effect of advertising.

As will be seen later, while the filter-tip smokers are sold on the idea of filter tips, they are relatively unconcerned about the kind of filter on their cigarettes, and rather widely without opinion as to what is a good filter. This would indicate that filter cigarettes held some attraction beyond just the protection the filter affords.

(5) Although they say they switched to filters to get a milder, less harmful cigarette, their choice of brand is based on flavor.

In picking words to describe their own brand, "tastes like a real cigarette," "good flavor," "satisfying" are tops, along with "mildness." When asked what other things they like about their present brand, 25 per cent mentioned "taste" and "flavor"; 25 per cent mentioned "mildness," and only 11 per cent mentioned the lack of irritation in their present brand.

Quality of filter and filter effect of the particular brand seem relatively unimportant in its selection.

(6) One out of two filter-tip smokers have changed their filter brand at least once.

Fourteen per cent of those who now smoke filters have changed their

1001251966

brands at least once; an additional 20 per cent of them have changed brands twice, and another 14 per cent of them have changed three times, a total of 48 per cent who have switched brands since starting to smoke filter tips.

As the market stands at present, the rapidly growing brands pick up a substantial number of their smokers from other filter brands, as well as from non-filter brands. Nearly two-thirds of the 13 per cent who now smoke Marlboros started filter smoking with another brand, and over half of the 29 per cent who now smoke Winstons gave another filter brand as the one they started on. Thus, filter smokers seem to be willing to try new brands to get what they are after.

## 2. FILTER-TIP BRAND PROFILES

### PARLIAMENT

(1) A majority of Parliament smokers made their brand selection at a time when circumstances were very different than they are at present.

More than half of Parliament smokers have been smoking the brand for over  $2\frac{1}{2}$  years. Two-thirds of them started filter tips on Parliament. Thus Parliament experienced its greatest growth at a time when filter-tip smoking was relatively rare, at a time when it was a comparatively unusual thing to do, and when filter-tip smokers concentrated in the upper economic levels.

Today it finds itself in a very different position. It is one of many in a market for the many rather than for the few. It is no longer the only "good" filter. Those who adopted Parliament because they wanted a filter and didn't like Viceroy's now have somewhere else to go.

In today's market, Parliament is losing smokers to other brands which it is not replacing with new smokers. Six per cent of present filter-tip smokers started on Parliament, and only 4 per cent of filter-tip smokers now say that Parliament is their regular brand.

1001251962

(2) Parliament has built up a good reputation as being a distinctive cigarette--but a cigarette "for somebody else."

It is generally characterized, throughout the study, as an expensive cigarette, more expensive than other brands. This has its good and bad effects. It is good in that along with the reputation for expensiveness goes a definitely distinctive character. It is felt to be in a class apart--high-class, superior quality. It is thought of as the probable brand of bank presidents, Englishmen, glamorous movie actresses, and (among smokers of other brands) doctors, much more than any other brand.

(3) The fact that it is considered a cigarette for somebody else doesn't mean that people don't like it. Non-smokers of the brands rate it close to leading filter-tip brands on flavor and mildness.

With the "expensive" and "distinctive" characterization does not evidently go dislike. Its rating on mildness and flavor compares favorably with those of leading popular-priced brands. Its box and package design are well liked, second to Marlboros, and well above other brands. Thus it is neither "for me" or "not for me," but "for somebody else."

But it is best known as being expensive--too expensive--and this is the chief reason people give for not trying it, and for not smoking it as a regular brand.

This expensive characterization is, with most people, "too expensive" especially in today's market. Expense is the chief reason given for not trying the brand and, by those who have tried it, for not smoking it as a regular brand.

#### PRCFILES OF OTHER BRANDS

While Parliament has established itself as a different cigarette, appealing to a special market, the other brands seem to be thought of as competing with each other for the same reputation and as having more or less of the same qualities and characteristics.

1001751968

MARLBORO

(4) Marlboro is next to Winston in rate of growth, and shows an excellent record in attracting smokers from other brands. Its greatest strength is among top economic level filter smokers, and in the large Northeastern cities. Conversely, the market for Marlboro is weakest outside the largest cities and on the lower economic levels.

With 13 per cent of the filter-tip market, Marlboro ranks fourth, behind Winston's 29 per cent, Viceroy's 22 per cent, and L & M's 18 per cent. In the last nine months, Marlboro has gained more smokers than either L & M or Viceroy, both brands which lead it in total share of market. And while it falls behind Winston in actual number of smokers gained, its rate of increase is better than Winston's. The over-all ratio of Marlboro smokers to Winston is seven Winston smokers for every three Marlboro smokers. But in the last nine months, Winston has gained only four smokers for every three that Marlboro has gained.

Among smokers of all brands over four times as many people said it had the "best taste" as credited it with "worst taste." This gave it a rating second only to Winston on this question. Since it ranked fourth in share of market, it was less likely to be named on the word-association questions for good flavor, etc. Marlboro smokers themselves, however, rate it high on flavor, satisfaction, giving it as good or better a character than Winston smokers do to Winstons, or Viceroy smokers to Vicerneys. Thus it is evidently building up a group of loyal supporters.

Its box and package design are real factors in its favor in the popular-priced field. Twenty-three per cent of filter smokers said it had the best looking package, and 36 per cent said Marlboro had the best type of package, while comparable figures for other popular-priced brands were 8 per cent or less. Although the 6 per cent who credit it as being up-to-date is small, it has still a higher rating on this point than that of any other brand.

**1001751969**

It seems to have equal appeal to both men and women, and young and old, but it shows some sharp variations in other characteristics of its present

smokers. It is tied for popularity with Winston among "A" economic level filter-tip smokers, but shows the sharpest drop of any brand--better than 50 per cent--going down to the "D" economic level smokers. It is in second place in cities of over a million population, with 21 per cent, but falls to 11 per cent in cities under a million.

#### WINSTON

(5) Winston has become the leader in the filter-tip field. As well as pulling ahead of Viceroy in share of market, it has become the common denominator of the field. It is the second choice of more filter-tip smokers, and is "everybody's" cigarette in this field.

Winston, with a year's edge in time on Marlboro, now leads all other brands in the field, with 29 per cent of the filter-tip market. Besides establishing itself as the most smoked brand in the filter field, it is also the most tried and the most popular second-choice brand.

It is particularly popular with men. In contrast to 45 per cent of all filter-tip smokers who are men, 50 per cent of Winston smokers are male. It has also succeeded in establishing itself in the lower economic levels. In contrast to Marlboro, it tends to be more popular in the smaller cities and towns, and in the Midwest and South Central areas. It seems to be successful both in getting smokers from other filter brands and getting non-filter smokers. (Twenty-one per cent report it as the brand they started on, and 29 per cent as the brand they now smoke.)

It has the top reputation for mildness, good flavor, tasting like a real cigarette, satisfaction, and ease of draw. It rates first as a housewife's, doctor's, male college student's filter cigarette; second as a truck driver's, stenographer's, banker's cigarette. Its only low ratings are on looks and type of package. In fact, its own smokers rate Marlboro better on type of package and only slightly below their own brand on package appearance.

1001751970

(6) Viceroy is in second place and its share of the filter-tip market is declining; L & M, third, is still growing. Old Gold, Kent, Herbert Tareyton seem relatively to be losers.

#### VICEROY

Viceroy is second to Winston in share of market, but there are some indications that it may be a way-station for filter smokers. (Its per cent "now smoking" is the same as the per cent who started on it; whereas Winston, Marlboro, and L & M all have a higher per cent of "now-smoke" than "started on.") Viceroy rates third as people's second-choice brand. It is relatively unpopular in the Northeast and Central Atlantic. First with young people and Negroes, it is tied for first among women and more popular with women than with men, and more popular with lower than higher economic levels.

Viceroy rates high on mildness, but also on hard-to-draw.

Considered "tops" as stenographer's cigarette; second as housewife's.

It rates low on looks and type of package among its own smokers.

#### L & M

L & M rates third on total share of market, and second as brand of second choice. It shows good growth in that it has more "now-smokers" than "brand started on." It is relatively less popular with "A" economic level people and Negroes than with their lower economic level and white counterparts. Though first in the Northeast, it is weak in the South. In contrast to Chesterfield, it is not particularly a big-city cigarette.

Of the leading sellers it shows the poorest rating on taste.

#### OLD GOLD

Old Gold is the "most picked upon" filter brand. More respondents than for any other brand said it had the worst taste, worst looking package, least effective filter, yet it still has 5 per cent of the filter market. It is not

1001251971

losing but shows little signs of increasing its share of the filter-tip market. It shows no particular strength with any sub-group of the population.

HERBERT TAREYTON

Herbert Tareyton is in a tie with Old Gold, with 5 per cent of the filter market. Filter smokers rated it second only to Old Gold on the derogatory characteristics of worst taste, worst package, and least effective filter. Although the figures would indicate that it had originally attracted a good number of smokers--12 per cent of filter smokers reported Tareyton as the brand they started on--it was apparently unable to keep these people (or else some of these respondents were confused between the filter and the non-filter Tareyton).

KENT

Kent seems to be a loser in today's filter market. Smokers of other filter brands think of it as hard to draw on and having "not enough taste," more than any of the specific brands we asked about. It is also thought second to Parliament as being expensive.

3. ATTITUDES TOWARDS THE BOX TYPE PACKAGE, TYPES OF FILTER AND PEOPLE'S FILTER CIGARETTE PURCHASING HABITS

(1) The box-type package is a big plus that is to Marlboro's--and to a lesser degree Parliament's--favor. **1001751972**

Not only in the questions where we asked specifically about box and package design, but also when respondents were giving their own reasons for switching brands, they indicated that the crush-proof box--particularly the Marlboro type box--was highly acceptable. Roughly one out of four of those who had switched from another filter brand to Marlboro gave their liking for the package as the reason for switching. While one out of four is an impressive statistic in itself, it is even more impressive in light of the fact that people are presumably buying cigarettes--not boxes. Thirty per cent of

Marlboro smokers and thirty-two per cent of Parliament smokers mentioned the package when asked what other things they liked about their present brand in addition to the things they had already mentioned. This is in contrast to the 1 per cent or 2 per cent of the smokers of other brands who selected the package as something they liked about their brand. Thirty-six per cent of smokers of all brands said that Marlboro had the best type of package, and 23 per cent said it had the best looking package. Twenty-one per cent of filter-tip smokers said that Parliament has the best type of package, and 22 per cent said that it had the best looking package.

This appreciation of the Parliament and Marlboro box is emphasized by the fact that smokers of other brands were willing to admit that these packages were better than their own brands' packages. Eighty-nine per cent of Winston smokers said that Winston had the best taste, for example, but only 20 per cent of Winston smokers said that Winston had the best type of package, while 31 per cent of Winston smokers said Marlboro had the best type of package.

(2) Cotton is not particularly highly regarded as a filter, but the filter itself does not seem to be particularly important when choosing between filter brands.

In order to investigate the problem of whether Parliament's cotton filter was a deterrent to smoking the brand, we gave respondents a list of six different filter materials and asked them which they felt would do the best and the worst jobs of filtering. Although cotton did not come out too well as a filtering material in this question, the results of it should be considered in the context of the importance in the over-all picture of the filter itself. On giving reasons for selecting a particular brand, or in switching from brand to brand, only 2 per cent or 3 per cent of the filter-tip smokers mentioned the filter as their specific reason for selecting any brand. Furthermore, when we asked this question about filtering materials,

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some 47 per cent had no opinion as to the best filter material, and 43 per cent had no opinion as to the worst filtering material. Two names which had been promoted and were the longer and fancier names on the list came out as the best filter materials: activated charcoal and cellulose acetate. Cotton ranked third. Paper came out as the poorest filtering material, and cotton ranked second to it.

And in spite of the fact that Parliament was definitely associated with cotton, by about two-thirds of both those who approved and disapproved of it as filtering material, the actual number of these people in relation to the over-all number of filter smokers is so small that we do not feel it is a significant pro or con for the brand.

(3) Purchasing habits of filter-tip smokers.

Carton sales and food outlets are now an important factor in the filter-tip distribution pattern.

The presently available information on purchasing habits of cigarette smokers, as far as type of store and amounts purchased, is somewhat incomplete. We therefore decided, even though this sample was not exactly suitable for an audit question of this type, to ask respondents about their last purchase in order to get further, even though not complete, information on this subject. (The information is not complete for several reasons: (a) It was asked only of filter-tip smokers; (b) In preparing the results, we had to make the assumption that the group of smokers interviewed on each particular day of the week was a representative cross section of all smokers who purchased on that day. To avoid making this assumption, we would have had to assign a separate cross section quota to each interviewer for each day of the week, which, in view of the already complicated structure of the study, we felt would be "the straw that -----.")

In tabulating the results we have therefore weighted the total

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to account for the variation in number of interviews on individual days of the week. Since this process made no significant difference in the over-all figures, we are inclined to feel that the daily control of quotas would likewise have had little effect. We would therefore feel that the results as presented can be assumed to give a reasonably good picture of purchasing habits, though the decision not to resort to daily quotas prevents certainty of this. One additional factor which may have affected these reported purchases is the fact that buying a carton is more easily remembered than buying a package.

Half of our respondents reported purchasing cigarettes on the day before the interview--55 per cent of the men and 48 per cent of the women. Forty-three per cent of the purchases were made in a supermarket or grocery store, and these supermarket or grocery store purchases were not by any means confined to women--55 per cent of the women purchasers had bought cigarettes in a supermarket and 31 per cent of the men. Drugstores came second to supermarkets, with 26 per cent of the purchases.

Nearly one out of four of the purchases were by the carton, and this would represent in volume about 70 per cent of the total sales.

1001251975

SECTION III - THE CONSUMER TEST OF THE NEW PARLIAMENTS

There were several purposes to the product test section of the Parliament study. One of these several purposes was to test different product variables, or variables in the way the new Parliament might be merchandised, so as to maximize Parliament's performance when put on the market nationally. There were three sets of variables tested. One was price--would the new Parliament be more acceptable at the popular filter price, at a 2¢ premium, a 4¢ premium, or at the present Parliament price? The second set of variables was type of filter--recessed or flush. The third set of variables concerned which of three designs would give the new Parliament in the Molins box the greatest acceptance--a new Parliament design in blue, a new Parliament design in red, or an adaptation of the existing Parliament design in buff.

1. THE DESIGN AND COLOR

Overall the new blue design of the Molins package is the most generally satisfactory. Its victory, however, is as a compromise candidate rather than as everybody's favorite.

(1) If Philip Morris is primarily concerned with keeping its existing Parliament smokers (rather than primarily concerned with winning smokers away from other brands), then it would appear that the buff pack is the best of the three versions of the package design which we tested. When we asked Parliament smokers which cigarette they liked best (regardless of price), in the buff versus blue comparison, 42 per cent preferred buff and 31 per cent preferred blue. In the blue versus red comparison, 38 per cent preferred blue and only 30 per cent preferred red. This same rank order of buff first, blue second and red third obtained when we asked which of the two they would buy (considering price). The Parliament smokers

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appear unhappy about any change (they preferred the existing package to the new one), but they like the buff package the best of the three new ones--probably because the buff package represents less of a change than does either the blue or the red.

(2) If Phillip Morris' primary objective is winning smokers away from other brands, then the blue package would appear the best of the three. Smokers of other filter brands preferred the cigarettes in the blue package to the cigarettes in both the red package and the buff package by a slight over-all margin.

	<u>Blue-red comparison</u>	<u>Blue-buff comparison</u>
	%	%
<u>Cigarette "liked best"</u>		
Blue package	37	37
Other package	27	33
<u>Cigarette "would buy"</u>		
Blue package	43	49
Other package	38	39

This over-all victory represents a compromise between men and women, however. The rank order of preference among men was red first, blue second and buff third. Among women, it was the opposite, buff first, blue second, and red third.

Thus among smokers of other brands, blue wins "on balance," as the color that most people can agree on.

(3) We feel that the blue package represents the best of the three as a package for the new Parliament despite the fact that when asked about appearance of the package, smokers of other filter brands rated the red above both blue and buff, and Parliament smokers rated buff best on appearance. We are inclined to place more reliance on preference for cigarettes rather than for package appearance, in this case, because smokers of other filter brands gave evidence of making the appearance judgment on what

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they felt would appeal to others rather than themselves. These non-Parliament smokers felt that red was "brighter and more eye-catching," even though they said they liked the cigarettes in the blue package better. On every other question, the package containing the cigarettes they liked best, the ones with the best flavor, the ones they would buy, blue got the most votes. Apparently the blue color imparts more of an air of quality which accrues to the benefit of the cigarette itself.

Secondly, respondents' reasons given for preferring the blue box to the red were closely similar to both Parliament and non-Parliament smokers' preference for the buff design--"more distinctive, different, subdued, conservative."

(4) Thus, since the purpose of the new Parliament is to gain new smokers as well as to keep the existing Parliament market, to appeal to both men and women, and to retain its character as a quality cigarette, the blue package of those we tested seems the most desirable choice.

## 2. THE PRICE

(1) A premium price--at least when attached to Parliament cigarettes--makes people like the cigarette better, and think more highly of its characteristics than does the popular filter price.

One of the variables in our product test was price. Respondents were given identical cigarettes in different boxes and told that those in one box would sell at the same price as Winstons and those in the other box would sell at either 2¢ more than Winstons, 4¢ more than Winstons or the same price as Parliament (7¢ more than Winstons). (The variable of the box was canceled out by giving one group of respondents the red (or buff) box quoted at the Winston price and the blue at higher prices, and an equal number the blue at the low price and the red (or buff) at higher prices.)

When asked which cigarette they liked best, 44 per cent of the smokers of other filter brands preferred the higher-priced cigarette, and

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only 30 per cent said they liked the lower-priced cigarette best. Among Parliament smokers, the figures were 46 per cent for the higher-priced, and 31 per cent for the lower-priced.

(2) While a premium price increases the desirability of the cigarettes, the desirability does not increase as the premium price increases.

In fact, a larger price differential seems, if anything, to have a slightly adverse effect on people's opinions of the cigarettes. When we asked smokers of other filter brands which cigarette they liked best, regardless of price, at a two-cent price differential the ratio of preference was 16 for the higher priced to 10 for the lower priced. At a four-cent differential, the preference for the higher priced was 15 to 10, and at a seven-cent differential, the ratio of preference for the higher priced decreased to 13 for the higher priced against 10 for the lower priced.

(3) Not only does a premium price heighten the regard in which the cigarettes are held, but it appears that the right premium price would have no adverse effects on sales potential.

When asked which of the two cigarettes they would buy, considering price as well as other factors, a few more respondents said they would buy the higher priced type than the lower priced--at a two-cent differential. The ratio here was 16 to 15 in favor of the higher priced. But at the four- and seven-cent price differentials, the ratio favored the cigarettes priced the same as Winstons. At the four-cent premium level respondents favored those priced the same as Winstons by 16 to 13. At the seven-cent differential, the ratio in favor of the "popular-priced" cigarettes was 17 to 11.

1001251929

### 3. THE FILTER

While, overall, the flush filter is preferred to the recessed filter, other factors indicate that as a filter for Parliament, the advantages of the recessed filter might well outweigh its disadvantages.

We gave one group of non-Parliament smokers test Parliaments with

recessed filters and test Parliaments with flush filters for comparison. Among these people who actually smoked both kinds, 53 per cent liked the flush, and 39 per cent liked the recessed filters best, a 14 percentage point spread.

Parliament smokers held the opposite opinion, and to a greater degree. The Parliament smokers in the sample give evidence of being unhappy about any changes in Parliament, with the possible exception of the planned change to the Marlboro-type box. In terms of the numbers of Parliament smokers involved, if not the strength of their feelings, the variable they are most unhappy about is the flush filter. Parliament smokers preferred the recessed test Parliament to the flush test Parliament 64 per cent to 26 per cent, a thirty-eight-point spread.

Those respondents who had only recessed Parliaments in the test were asked which type of filter they preferred, flush or recessed. In these groups (as distinct from the group who actually compared the two filters in the test), a majority were converted to preferring recessed filters over flush filters, despite the fact that most of these people normally smoke a brand with a flush filter.

Those who preferred the recessed filter did so because they found it easier to draw on, because it kept the filter and harmful substances away from the mouth--specific advantages. Those who preferred flush disliked the recessed because the mouthpiece collapsed, and some disliked recessed because they felt it was less effective--also specific. But another large group (one out of five flush "preferrers") mentioned habit and that it didn't feel right--circumstances that familiarity might overcome.

So, preference for the recessed filter is not far behind preference for the flush filter (39 per cent - 53 per cent). The blend used in this test rated only 6th out of nine in a blind product test. This may also have been a factor which affected preference for the recessed type in this test. Since practically all brands now on the market are flush, the demand for this type

1001751980

of filter is well supplied. The appreciable demand for recessed filters is, to our knowledge, currently met only by the Parliament and Encore brands, and if Parliament were to "go flush" there would be only one small brand catering to the rather large sentiment for recessed filters.

Thus overall we would be inclined to feel that the recessed filter might well be of more assistance in establishing a market for Parliament than the flush filter, because it is "different," there is substantial (though not majority) demand for it, and there are few brands competing for this market.

#### 4. THE BOX

The Molins-type box was preferred to both the Parliament-type box and the cup package by three out of four smokers of other filter brands, and was the least objectionable of the proposed changes to Parliament smokers.

The group of smokers of other filter brands who compared existing Parliaments to test Parliaments actually had the two boxes to compare during the test. These respondents preferred the Molins box 76 per cent to 20 per cent. Other respondents (who had only the Molins boxes) were asked whether they preferred the Parliament-type box, the Molins-type, or the soft pack most cigarettes come in. Seventy-five per cent preferred the Molins-type, 15 per cent said they liked the cup package, and only 6 per cent preferred the Parliament type.

Among the group of Parliament smokers who were given existing and test Parliaments to test, a majority of 53 per cent stuck to the existing box; but among the Parliament smokers who had only the Molins-type in the test, a comparable majority (51 per cent) preferred the Molins-type.

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#### 5. THE LENGTH

There is a suggestion that among king size smokers the 80-mm. length is not necessarily an asset. Parliament smokers noticed the difference in length more than non-Parliament smokers and were less inclined to favor the change. Source: <https://www.industrydocuments.ucsf.edu/docs/mthk0000>

Among non-Parliament smokers 2 out of 4 failed to notice the difference in length between the long size cigarettes and the size of their usual brand. Another one out of four either had no preference in length or favored the new length. Regular size smokers were, of course, more conscious of the difference and interestingly, nearly a third of them favored it over regular size. King size smokers were less favorable to long size than were regular size smokers. Of the 46 per cent of non-Parliament king size smokers who noticed the difference in length, 24 per cent preferred king size and only 14 per cent said they preferred long size.

In contrast, half of the regular size Parliament smokers preferred regular length and 34 per cent of the king size smokers liked their present length better than long size. This contrast in attitudes to smokers of non-Parliament filter brands, particularly among those who say they usually smoke regular size, would indicate that Parliament has, perhaps, a number of smokers who stick to the brand because it provides a regular size filter cigarette.

These opinions were however given in answer to a specific question on length. Their net effect on preference is probably smaller than these figures would indicate. In volunteered reasons for preference only one out of ten of the non-Parliament smokers who tested both existing and long-size Parliaments gave length as their reason for liking the existing Parliaments better. Among Parliament smokers the net effect was even smaller. While 14 per cent said they preferred the existing because of the length, this was offset to some degree by the 8 per cent who volunteered that they preferred the new Parliament because of the length.

#### 6. THE PROFILE OF THE NEW PARLIAMENT

The new Parliament loses the old connotation of being too expensive  
but at the same time loses some of its reputation for superior quality.

Although the word association question asked about the new Parliament and the existing Parliament were the same, the answers are not

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strictly comparable because, when selecting words to describe the new Parliaments, respondents both knew the sponsor of the survey and had made a decision in favor of one or another type of Parliament cigarette tested.

A comparison of two profiles does indicate, though, that the new Parliament largely overcomes the chief criticism leveled at the existing one--that it is too expensive. It is also much less liable to be identified as snobbish and as a women's cigarette. In the process of overcoming the too-expensive connotation, however, the new Parliament has sacrificed some of the brand's reputation for being high class and distinctive. But it kept its reputation for mildness, and in general its profile is much more like a popular and popularly priced cigarette.

#### 7. PARLIAMENT SMOKERS AND THE NEW PARLIAMENT

The product test section of the study reveals the present full-time Parliament smokers as a conservative hard-core group who resist change and hence tend to drag their feet in varying degrees on any proposed change in the present Parliament.

As is seen from the previous discussion, the majority of Parliament smokers prefer, in varying degrees to be sure, the blend, the length, the filter, the price and the package design of present Parliaments to those offered to them in the test Parliaments. It is interesting to note that the younger Parliament smokers tend to feel even more strongly about this; whereas in the cross section of smokers of other filter-tip brands, the younger groups in many cases tended to like the new Parliament more than older people did. In the Parliament sample, the younger people tended to be less favorable toward the new Parliament than did the older group of Parliament smokers.

The fact that, in general, a majority of Parliament smokers prefer the existing Parliament to the new Parliament does not mean, however, that they will not switch to the new Parliament if the other is no longer available.  
A good majority say they would switch.

1001751983

If the old Parliaments were no longer available, seventy-two per cent of those who had tried the two types would switch to the new Parliament rather than to some other brand. Of course, with the existing Parliament available in the form of "Benson & Hedges," this seven-out-of-ten figure cannot give an indication of how many will actually shift to the new Parliament when both types are available.

More women than men and more of the lower than the top economic level filter tip smokers seem to be favorable to the change.

#### 8. MARLBORO SMOKERS

Marlboro smokers are less interested than smokers of other filter brands in switching to the new Parliament.

The testing situation was somewhat different for Marlboro smokers than for Parliament smokers or smokers of other brands. Marlboro smokers were given recessed test Parliaments in blue Molins boxes, priced at 2 cents more than Marlboros to compare to Marlboros, their own brand. Thus, in their choice, Marlboros were always less expensive. The type of package was, however, the same. They were not, as were smokers of other filter brands, presented with a choice between the cup package or the existing Parliament box when making a comparison of test Parliaments with their regular brand.

Thirty per cent of the Marlboro smokers liked the new Parliament better, the same figure as the 30 per cent of the smokers of other filter brands who said they liked the new Parliament better than their regular brand. But they were less inclined than smokers of other brands to switch to the new Parliament. Among smokers of other filter brands, four out of five of those who liked the premium-priced new Parliaments better than their regular brand said they would switch. Only three out of five of the Marlboro smokers who liked the test Parliament better said they would switch to the new Parliament.

1001251984

## 9. CONCLUSIONS

While there were a variety of purposes of this study, the essential purpose was to help the Parliament brand--to provide data about the brand and its customers which would be of value in marketing, to determine which of the proposed new Parliaments would be the best cigarette to market, and to get some measure of this new cigarette's probable success.

It seems apparent from the study that the best of the alternative Parliaments to market is the recessed filter tip Parliament in the blue package, at a 2¢ premium. All the survey data would indicate that, on balance, this Parliament has a brighter future than any of the other combinations tested.

As to how bright its future may be, it is hard to say. It does seem however that it will be more popular and will sell better than the existing Parliament. There are no serious criticisms of it; it is a good first choice among several alternatives offered. It strongly out-rates existing Parliaments among smokers of other brands, and though a majority of Parliament smokers like the existing Parliament better, nevertheless many of them say they would switch to the new Parliament if the existing Parliament goes by the way. The blue recessed Parliament at a 2¢ premium seems to have eliminated or sharply reduced those negatives that attach to the existing Parliament. In short, the study gives a number of indications that the new blue recessed Parliament at a 2¢ premium will substantially exceed the existing Parliament in sales.

1001751985

TABLES

**1001751986**

## 1. Do you ever smoke cigarettes?

Analyzed by respondents who are:											
	Male and whose ages are:						Female and whose ages are:				
	Total sample	Total	18-24	25-34	35-49	50 and over	Total	18-24	25-34	35-49	50 and over
Number of respondents	9564 (100%)	4757 (100%)	723 (100%)	1069 (100%)	11379 (100%)	1577 (100%)	4796 (100%)	736 (100%)	1085 (100%)	1388 (100%)	1576 (100%)
	%	%	%	%	%	%	%	%	%	%	%
YES	52	60	64	71	65	46	44	52	55	52	25
NO	48	40	36	29	35	54	56	48	45	48	75
NO ANSWER	*	*	-	-	-	*	*	-	-	-	*

\*Less than .5 per cent

1001251982

2  
1. Do you ever smoke cigarettes?

	Total sample	Analyzed by respondents whose economic level is:			
		A	B	C	D
Number of respondents	9564 (100%)	522 (100%)	1408 (100%)	4486 (100%)	3093 (100%)
	%	%	%	%	%
YES	52	45	53	53	51
NO	48	55	47	47	49
NO ANSWER	*	-	-	*	*

\*Less than .5 per cent

1001251988

## 1. Do you ever smoke cigarettes?

	Total sample	Analyzed by respondents who are:	
		White	Negro
Number of respondents	9564 (100%)	8582 (100%)	895 (100%)
	%	%	%
YES	52	51	58
NO	48	49	42
NO ANSWER	*	*	-

\*Less than .5 per cent

1001251989

1. Do you ever smoke cigarettes?

Analyzed by respondents who live in places with a population of:						
	250,000 Over to <u>1,000,000</u>	100,000 to <u>250,000</u>	25,000 to <u>100,000</u>	2,500 to <u>25,000</u>		
Total <u>sample</u>						
Number of respondents	9564 (100%)	1751 (100%)	2056 (100%)	1201 (100%)	1922 (100%)	2634 (100%)
	%	%	%	%	%	%
YES	52	55	50	54	51	51
NO	48	45	50	46	49	49
NO ANSWER	*	-	-	*	*	*

\*Less than .5 per cent

1001251990

## 1. Do you ever smoke cigarettes?

Analyzed by respondents who live  
in Philip Morris sales region:

	Total sample	#1 North-east	#2 Central Atlantic	#3 South-east	#4 East	#5 West North Central	#6 West South Central	#7 Mountain and Pacific
Number of respondents	9564 (100%)	2364 (100%)	1113 (100%)	940 (100%)	1953 (100%)	980 (100%)	871 (100%)	1343 (100%)
	%	%	%	%	%	%	%	%
YES	52	54	60	55	52	47	47	45
NO	48	46	40	45	48	53	53	55
NO ANSWER	*	*	-	-	*	-	-	*

\*Less than .5 per cent

1001251991

## 2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

Total cigarette smokers	Analyzed by respondents who are:											
	Male and whose ages are:						Female and whose ages are:					
	Total	18-24	25-34	35-49	50 and over	Total	18-24	25-34	35-49	50 and over		
Number of respondents	4955 (100%)	2851 (100%)	462 (100%)	755 (100%)	897 (100%)	731 (100%)	2100 (100%)	386 (100%)	592 (100%)	718 (100%)	399 (100%)	
	%	%	%	%	%	%	%	%	%	%	%	%
CAMEL (R)	14	20	16	19	20	22	7	5	8	8	7	
LUCKY STRIKE (R)	13	16	24	18	13	11	10	16	10	8	7	
PALL MALL (K)	13	10	13	12	8	10	16	22	18	11	15	
CHESTERFIELD (REG.)	8	9	12	9	9	9	5	5	5	5	6	
CHESTERFIELD (KING)	4	4	4	4	4	5	4	4	4	4	4	
WINSTON (F)	9	8	6	8	10	7	10	7	11	13	7	
VICEROY (KING F)	6	4	4	4	4	2	9	10	8	10	9	
VICEROY (REG. F)	1	*	-	1	*	*	1	2	2	1	1	
OLD GOLD (REG.)	3	3	2	3	4	4	2	2	3	2	2	
OLD GOLD (F)	2	2	1	1	2	3	2	1	1	2	3	
OLD GOLD (KING)	1	1	1	1	1	1	1	1	1	*	1	
L & M (F)	5	4	4	4	5	4	7	6	6	8	7	
PHILIP MORRIS (REG.)	3	3	3	3	4	3	3	4	3	2	4	
PHILIP MORRIS (KING)	2	2	1	2	2	2	2	3	2	3	2	
MARLBORO (F)	4	3	3	4	3	3	5	4	5	5	6	
HERBERT TAREYTON (F)	2	1	2	1	1	1	2	1	2	3	3	
HERBERT TAREYTON (K)	2	1	1	1	1	2	2	2	2	2	3	
RALEIGH (KING)	2	1	*	1	2	1	2	2	2	3	2	
RALEIGH (REG.)	*	1	*	1	1	1	*	*	*	*	*	
KOOL (REG.)	1	1	1	*	1	1	2	1	2	2	4	
KOOL (KING)	1	1	*	*	1	1	1	1	1	1	1	
PARLIAMENT (KING F)	1	*	-	*	1	*	1	-	1	2	3	
PARLIAMENT (REG. F)	*	1	*	*	1	1	1	*	*	1	-	

\*Less than .5 per cent  
(Continued)

1001751992

(Continued)

2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

Total cigarette smokers	Analyzed by respondents who are:											
	Male and whose ages are:						Female and whose ages are:					
	Total	18-24	25-34	35-49	50 and over	Total	18-24	25-34	35-49	50 and over		
Number of respondents	4955 (100%)	2851 (100%)	462 (100%)	755 (100%)	897 (100%)	731 (100%)	2100 (100%)	386 (100%)	592 (100%)	718 (100%)	399 (100%)	
	%	%	%	%	%	%	%	%	%	%	%	%
KENT (KING F)	1	1	1	1	*	1	1	1	1	1	1	1
KENT (REG. F)	*	*	*	*	*	*	1	-	*	*	*	1
CAVALIER (K)	*	*	*	*	*	*	1	*	1	1	1	-
REGENT (K)	*	*	-	-	-	1	*	-	*	-	*	-
REGENT (F)	*	*	-	*	-	*	*	-	-	-	*	-
DUNHILL (K)	*	*	*	*	-	*	*	*	*	-	*	*
SANO (K)	*	*	-	*	-	*	*	-	-	-	*	-
SANO (F)	*	*	-	*	-	-	-	-	-	-	-	-
ENCORE (F)	*	*	-	*	-	-	-	-	-	-	-	-
SPUD (R)	*	*	-	-	-	*	*	-	-	-	*	-
VOCIE (F)	*	*	-	-	-	*	-	-	-	-	-	-
DU MAURIER (F)	-	-	-	-	-	-	-	-	-	-	-	-
OTHER FILTER TIP FILTER BUT NO REGULAR BRAND	-	-	-	-	-	-	-	-	-	-	-	-
OTHER NON-FILTER TIP NO REGULAR BRAND	1	1	*	1	1	2	1	*	*	1	1	-
	1	2	1	1	1	2	1	*	1	1	1	1
Summary:												
SMOKES REGULAR SIZE	44	54	58	54	52	53	30	33	31	28	29	
SMOKES KING SIZE	24	21	21	21	19	23	29	34	31	24	30	
SMOKES FILTER TIP	31	24	20	24	27	22	40	32	38	47	40	
SMOKES NO REGULAR BRAND	1	1	1	1	2	2	1	1	*	1	1	

1001751993

\*Less than .5 per cent

## 2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

	Total cigarette smokers	Analyzed by respondents whose economic level is:			
		A	B	C	D
Number of respondents	4955 (100%)	233 (100%)	741 (100%)	2360 (100%)	1596 (100%)
	%	%	%	%	%
CAMEL (R)	14	11	10	13	19
LUCKY STRIKE (R)	13	10	9	13	15
PALL MALL (K)	13	8	11	12	16
CHESTERFIELD (REG.)	8	6	6	7	9
CHESTERFIELD (KING)	4	5	4	4	4
WINSTON (F)	9	10	11	10	6
VICEROY (KING F)	6	7	7	6	5
VICEROY (REG. F)	1	1	*	1	*
OLD GOLD (REG.)	3	1	2	3	3
OLD GOLD (F)	2	3	2	2	1
OLD GOLD (KING)	1	1	1	1	1
L & M (F)	5	6	9	6	3
PHILIP MORRIS (REG.)	3	2	3	3	4
PHILIP MORRIS (KING)	2	1	2	2	2
MARLBORO (F)	4	10	7	4	2
HERBERT TAREYTON (F)	2	3	3	2	1
HERBERT TAREYTON (K)	2	3	3	2	1
RALEIGH (KING)	2	-	1	2	2
RALEIGH (REG.)	*	-	*	1	*
KOOL (REG.)	1	1	1	1	2
KOOL (KING)	1	-	1	1	1
PARLIAMENT (KING F)	1	3	2	1	*
PARLIAMENT (REG. F)	*	1	1	1	*

\*Less than .5 per cent  
(Continued)

1001751994

(Continued)

2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

	Total cigarette smokers	Analyzed by respondents whose economic level is:			
		A	B	C	D
Number of respondents	4955 (100%)	233 (100%)	741 (100%)	2360 (100%)	1596 (100%)
	%	%	%	%	%
KENT (KING F)	1	2	1	1	*
KENT (REG. F)	*	2	1	*	*
CAVALIER (K)	*	-	*	*	1
REGENT (K)	*	1	*	*	*
REGENT (F)	*	-	*	-	-
DUNHILL (K)	*	-	*	*	*
SANO (K)	*	-	-	*	*
SANO (F)	*	-	-	-	*
ENCORE (F)	*	-	*	-	*
SPUD (R)	*	-	*	*	-
VOGUE (F)	*	-	-	*	-
DU MAURIER (F)	-	-	-	-	-
OTHER FILTER TIP	-	-	-	-	-
FILTER BUT NO REGULAR BRAND	*	-	*	*	*
OTHER NON-FILTER TIP	1	1	1	*	1
NO REGULAR BRAND	1	1	1	1	1
Summary					
SMOKES REGULAR SIZE	44	31	32	42	53
SMOKES KING SIZE	24	18	22	24	28
SMOKES FILTER TIP	31	50	45	33	18
SMOKES NO REGULAR BRAND	1	1	1	1	1

\*Less than .5 per cent

1001251995

## 2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

	<u>Total cigarette smokers</u>	<u>Analyzed by respondents who are:</u>	
		<u>White</u>	<u>Negro</u>
Number of respondents	4955 (100%)	4393 (100%)	517 (100%)
	%	%	%
CAMEL (R)	14	14	18
LUCKY STRIKE (R)	13	13	9
PALL MALL (K)	13	13	15
CHESTERFIELD (REG.)	8	8	6
CHESTERFIELD (KING)	4	4	4
WINSTON (F)	9	9	5
VICEROY (KING F)	6	6	6
VICEROY (REG. F)	1	1	2
OLD GOLD (REG.)	3	3	2
OLD GOLD (F)	2	2	1
OLD GOLD (KING)	1	1	*
L & M (F)	5	6	3
PHILIP MORRIS (REG.)	3	3	6
PHILIP MORRIS (KING)	2	2	4
MARLBORO (F)	4	4	3
HERBERT TAREYTON (F)	2	1	3
HERBERT TAREYTON (K)	2	2	1
RALEIGH (KING)	2	2	*
RALEIGH (REG.)	*	*	*
KOOL (REG.)	1	1	3
KOOL (KING)	1	1	2
PARLIAMENT (KING F)	1	1	1
PARLIAMENT (REG. F)	*	*	1

\*Less than .5 per cent.  
(continued)

1001251996

(Continued)

## 2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

	<u>Total cigarette smokers</u>	<u>Analyzed by respondents who are:</u>	
		<u>White</u>	<u>Negro</u>
Number of respondents	4955 (100%)	4393 (100%)	517 (100%)
	%	%	%
KENT (KING F)	1	1	1
KENT (REG. F)	*	*	1
CAVALIER (K)	*	*	1
REGENT (K)	*	*	*
REGENT (F)	*	-	*
DUNHILL (K)	*	*	*
SANOS (K)	*	*	*
SANOS (F)	*	*	-
ENCORE (F)	*	-	1
SPUD (R)	*	*	*
VOGUE (F)	*	-	*
DU MAURIER (F)	-	-	-
OTHER FILTER TIP	-	-	-
FILTER BUT NO REGULAR BRAND	*	*	*
OTHER NON-FILTER TIP	1	1	1
NO REGULAR BRAND	1	1	*
 <u>Summary</u>			
SMOKES REGULAR SIZE	44	44	45
SMOKES KING SIZE	24	24	27
SMOKES FILTER TIP	31	31	28
SMOKES NO REGULAR BRAND	1	1	*

\*Less than .5 per cent

1001251397

## 2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

Number of respondents	Analyzed by respondents who live in:										
	Total cigarette smokers	New Eng- land	Middle At- lantic	East North Central	West North Central	South	East South Central	West South Central	Mount- ain	Paci- fic	
	4955 (100%)	353 (100%)	1348 (100%)	1101 (100%)	317 (100%)	619 (100%)	238 (100%)	379 (100%)	116 (100%)	484 (100%)	
CAMEL (R)	14	15	11	14	15	17	17	16	18	17	
LUCKY STRIKE (R)	13	13	11	14	12	15	12	12	17	15	
PALL MALL (K)	13	13	14	12	10	14	14	13	11	12	
CHESTERFIELD (REG.)	8	12	11	8	4	6	3	5	5	4	
CHESTERFIELD (KING)	4	3	6	4	3	2	2	2	3	3	
WINSTON (F)	9	7	6	10	14	10	10	15	4	7	
VICEROY (KING F)	6	5	3	8	7	5	12	10	3	7	
VICEROY (REG. F)	1	*	1	1	*	1	1	1	3	*	
OLD GOLD (REG.)	3	5	3	4	4	2	*	1	1	4	
OLD GOLD (F)	2	1	2	1	2	1	3	2	2	1	
OLD GOLD (KING)	1	1	1	1	1	1	*	-	2	1	
L & M (F)	5	6	6	5	6	4	3	5	5	6	
PHILIP MORRIS (REG.)	3	3	4	2	3	4	4	3	2	4	
PHILIP MORRIS (KING)	2	1	3	2	3	2	1	1	2	1	
MARLBORO (F)	4	5	6	3	3	4	1	1	8	4	
HERBERT TAREYTON (F)	2	1	2	2	1	2	2	3	2	*	
HERBERT TAREYTON (K)	2	2	2	1	1	1	2	3	-	2	
RALEIGH (KING)	2	2	2	1	2	1	1	*	2	3	
RALEIGH (REG.)	*	*	1	*	-	1	-	-	-	1	
KOOL (REG.)	1	1	1	2	1	2	3	3	2	1	
KOOL (KING)	1	*	*	1	2	1	1	*	2	1	
PARLIAMENT (KING F)	1	*	1	*	1	1	1	1	2	1	
PARLIAMENT (REG. F)	*	1	1	*	*	1	1	1	-	1	

\*Less than .5 per cent  
(Continued)

1001751998

(Continued)

## 2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

Analyzed by respondents who live in:

	Total cigarette smokers	New Eng-land	Middle At-lantic	East North Central	West North Central	South At-lantic	East South Central	West South Central	Moun-tain Central	Paci-fic
Number of respondents	4955 (100%)	353 (100%)	1348 (100%)	1101 (100%)	317 (100%)	619 (100%)	238 (100%)	379 (100%)	116 (100%)	484 (100%)
	%	%	%	%	%	%	%	%	%	%
KENT (KING F)	1	1	*	1	1	1	1	*	1	*
KENT (REG. F)	*	*	1	1	*	-	*	-	1	*
CAVALIER (K)	*	-	*	*	1	*	1	-	-	1
REGENT (K)	*	-	*	*	-	-	-	-	-	*
REGENT (F)	*	-	*	*	-	-	-	-	-	-
DUNHILL (K)	*	-	*	-	-	-	-	-	-	-
SANO (K)	*	-	*	*	-	*	-	-	-	-
SANO (F)	*	-	-	-	-	-	-	-	-	*
ENCORE (F)	*	-	*	-	-	-	-	*	-	-
SPUD (R)	*	-	*	-	-	-	-	-	-	*
VOGUE (F)	*	-	*	-	-	-	-	-	-	-
DU MAURIER (F)	-	-	-	-	-	-	-	-	-	-
OTHER FILTER TIP	-	-	-	-	-	-	-	-	-	-
FILTER BUT NO REGULAR BRAND	*	-	*	*	*	-	-	*	-	*
OTHER NON-FILTER TIP	1	1	*	1	1	*	3	1	2	1
NO REGULAR BRAND	1	1	1	1	2	1	1	1	-	2

## Summary:

SMOKES: REGULAR SIZE	44	49	42	44	40	46	42	40	46	47
SMOKES: KING SIZE	24	22	29	24	22	23	22	20	22	24
SMOKES: FILTER TIP	31	28	28	31	36	30	35	39	32	27
SMOKES: NO REGULAR BRAND	1	1	1	1	2	1	1	1	-	2

\*Less than .5 per cent.

1001751999

## 2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

	Total cigarette smokers	Analyzed by respondents who live in places with a population of:					
		250,000 to 1,000,000		100,000 to 250,000		25,000 to 100,000	
		Over 1,000,000	1,000,000	250,000	100,000	25,000	to 25,000
Number of respondents	4955 (100%)	959 (100%)	1020 (100%)	647 (100%)	985 (100%)	1344 (100%)	
	%	%	%	%	%	%	%
CAMEL (R)	14	12	15	15	14	16	
LUCKY STRIKE (R)	13	10	13	12	15	14	
PALL MALL (K)	13	14	12	13	13	12	
CHESTERFIELD (REG.)	8	11	8	6	7	7	
CHESTERFIELD (KING)	4	6	4	4	3	3	
WINSTON (F)	9	4	8	11	9	11	
VICEROY (KING F)	6	6	7	6	6	5	
VICEROY (REG. F)	1	1	1	1	1	1	
OLD GOLD (REG.)	3	2	2	2	4	3	
OLD GOLD (F)	2	2	2	2	2	1	
OLD GOLD (KING)	1	1	1	1	1	1	
L & M (F)	5	5	6	6	5	6	
PHILIP MORRIS (REG.)	3	4	4	2	4	3	
PHILIP MORRIS (KING)	2	3	1	1	2	2	
MARLBORO (F)	4	6	3	4	3	3	
HERBERT TAREYTON (F)	2	2	1	2	2	1	
HERBERT TAREYTON (K)	2	2	2	2	2	1	
RALEIGH (KING)	2	1	2	1	2	2	
RALEIGH (REG.)	*	1	*	1	*	*	
KOOL (REG.)	1	1	1	2	2	2	
KOOL (KING)	1	1	1	1	1	1	
PARLIAMENT (KING F)	1	1	1	1	*	1	
PARLIAMENT (REG. F)	*	1	1	1	*	1	

\*Less than .5 per cent  
(Continued)

1001752000

(Continued)

## 2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

	Total cigarette smokers	Analyzed by respondents who live in places with a population of:				
		250,000		100,000		25,000
		Over 1,000,000	to 1,000,000	to 250,000	to 100,000	to 25,000
Number of respondents	4955 (100%)	959 (100%)	1020 (100%)	647 (100%)	985 (100%)	1344 (100%)
	%	%	%	%	%	%
KENT (KING F)	1	1	1	1	*	1
KENT (REG. F)	*	*	1	*	*	*
CAVALIER (K)	*	1	*	*	*	*
REGENT (K)	*	*	-	*	*	*
REGENT (F)	*	*	-	-	-	-
DUNHILL (K)	*	*	-	*	-	*
SANO (K)	*	*	-	-	*	-
SANO (F)	*	-	-	-	-	*
ENCORE (F)	*	*	-	*	-	-
SPUD (R)	*	*	*	-	-	-
VOGUE (F)	*	*	-	-	-	-
DU MAURIER (F)	-	-	-	-	-	-
OTHER FILTER TIP	-	-	-	-	-	-
FILTER BUT NO REGULAR BRAND	*	*	*	*	*	*
OTHER NON-FILTER TIP NO REGULAR BRAND	1	*	1	1	1	1
	1	1	1	1	1	1
Summary:						
SMOKES REGULAR SIZE	44	41	44	41	45	45
SMOKES KING SIZE	24	29	24	24	24	22
SMOKES FILTER TIP	31	29	31	34	30	31
SMOKES NO REGULAR BRAND	1	1	1	1	1	2

1001252001

\*Less than .5 per cent

## 2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

Analyzed by respondents who live in  
Philip Morris sales region:

	Total cigarette smokers	#1 North-east	#2 Central Atlantic	#3 South-east	East North Central	#4 West North Central	#5 West Central	#6 South Central	#7 Mountain and Pacific
Number of respondents	4955 (100%)	1279 (100%)	667 (100%)	514 (100%)	1022 (100%)	462 (100%)	411 (100%)	600 (100%)	
	%	%	%	%	%	%	%	%	%
CAMEL (R)	14	13	12	18	14	14	17	17	
LUCKY STRIKE (R)	13	10	13	16	13	14	12	15	
PALL MALL (K)	13	13	15	14	13	9	13	12	
CHESTERFIELD (REG.)	8	12	7	4	8	5	5	5	
CHESTERFIELD (KING)	4	6	4	2	4	4	2	3	
WINSTON (F)	9	6	6	11	11	12	15	7	
VICEROY (KING F)	6	4	4	6	8	8	10	7	
VICEROY (REG. F)	1	1	1	1	1	*	*	1	
OLD GOLD (REG.)	3	3	3	1	3	4	1	4	
OLD GOLD (F)	2	2	2	2	2	1	2	1	
OLD GOLD (KING)	1	1	2	1	1	1	-	1	
L & M (F)	5	7	3	4	5	6	5	6	
PHILIP MORRIS (REG.)	3	3	5	3	3	3	3	3	
PHILIP MORRIS (KING)	2	2	2	2	2	4	1	1	
MARLBORO (F)	4	6	5	3	3	2	1	5	
HERBERT TAREYTON (F)	2	1	3	2	2	1	3	1	
HERBERT TAREYTON (K)	2	2	2	1	1	1	3	2	
RALEIGH (KING)	2	2	2	1	1	2	*	3	
RALEIGH (REG.)	*	*	1	-	*	*	-	*	
KOOL (REG.)	1	1	1	2	2	1	2	1	
KOOL (KING)	1	*	1	1	1	2	*	1	
PARLIAMENT (KING F)	1	1	1	1	*	1	1	1	
PARLIAMENT (REG. F)	*	1	1	1	*	*	1	*	

1001252002

\*Less than .5 per cent  
(Continued)

(Continued)

## 2. What brand do you smoke most often?

Asked of respondents who smoke cigarettes--52% of total sample

Analyzed by respondents who live in  
Philip Morris sales region:

	Total cigarette smokers	#1 North- east	#2 Central Atlantic	#3 South- east	East North	West North	West Central	Mountain South and Central	Pacific
	4955 (100%)	1279 (100%)	667 (100%)	514 (100%)	1022 (100%)	462 (100%)	411 (100%)	600 (100%)	
Number of respondents	4955 (100%)	1279 (100%)	667 (100%)	514 (100%)	1022 (100%)	462 (100%)	411 (100%)	600 (100%)	
	%	%	%	%	%	%	%	%	%
KENT (KING F)	1	1	1	1	1	1	1	*	*
KENT (REG. F)	*	*	*	*	*	*	-	*	*
CAVALIER (K)	*	*	1	*	*	1	-	1	
REGENT (K)	*	*	*	-	*	-	-	*	
REGENT (F)	*	-	*	-	*	-	-	-	
DUNHILL (K)	*	*	*	-	-	-	-	-	
SANO (K)	*	*	*	-	*	-	-	-	
SANO (F)	*	-	-	-	-	-	-	*	
ENCORE (F)	*	-	*	-	-	-	-	*	
SPUD (R)	*	-	*	-	-	-	-	-	*
VOGUE (F)	*	-	*	-	-	-	-	-	
DU MAURIER (F)	-	-	-	-	-	-	-	-	
OTHER FILTER TIP	-	-	-	-	-	-	-	-	
FILTER BUT NO REGULAR BRAND	*	*	*	-	*	*	*	*	*
OTHER NON-FILTER TIP NO REGULAR BRAND	1	1	*	1	*	1	2	1	1
Summary									
SMOKES REGULAR SIZE	44	44	42	46	43	42	41	47	
SMOKES KING SIZE	24	26	30	22	23	23	20	24	
SMOKES FILTER TIP	31	29	26	31	33	33	38	28	
SMOKES NO REGULAR BRAND	1	1	2	1	1	2	1	1	

1001752003

\*Less than .5 per cent

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Asked of respondents who smoke cigarettes--52% of total sample

	Total cigarette smokers	Analyzed by respondents who are:											
		Male and whose ages are:						Female and whose ages are:					
		Total	18-24	25-34	35-49	50 and over	Total	18-24	25-34	35-49	50 and over		
Number of respondents	4955 (100%)	2851 (100%)	462 (100%)	755 (100%)	897 (100%)	731 (100%)	2100 (100%)	386 (100%)	592 (100%)	718 (100%)	399 (100%)		
	%	%	%	%	%	%	%	%	%	%	%	%	%
YES	58	58	63	60	58	54	59	62	58	60	57		
CHESTERFIELD (REG.)	5	6	8	6	5	5	4	5	4	4	4		
CHESTERFIELD (KING)	3	3	2	3	3	2	3	5	3	2	2		
PALL MALL (K)	8	7	8	8	5	7	9	13	8	8	7		
LUCKY STRIKE (R)	8	10	13	9	10	8	5	8	5	4	5		
CAMEL (R)	7	8	9	7	9	8	4	5	4	4	5		
KOOL (REG.)	4	4	4	3	4	3	4	3	4	4	4		
KOOL (KING)	3	2	1	3	2	1	4	3	3	3	3		
WINSTON (F)	6	5	6	5	5	4	7	9	7	6	6		
PHILIP MORRIS (REG.)	4	4	5	4	5	3	3	2	3	2	4		
PHILIP MORRIS (KING)	2	2	2	1	2	1	2	2	2	2	2		
OLD GOLD (REG.)	2	3	2	3	3	4	1	1	1	2	1		
OLD GOLD (F)	1	1	1	1	1	1	1	1	1	1	2		
OLD GOLD (KING)	1	1	1	1	1	1	1	1	1	1	1		
L & M (F)	3	3	3	3	2	2	5	4	5	4	5		
VICEROY (KING F)	2	2	2	3	2	1	3	3	3	3	3		
VICEROY (REG. F)	1	1	1	*	*	1	1	1	1	1	1		
MARLBORO (F)	3	2	2	2	3	2	3	2	3	3	4		
HERBERT TAREYTON (F)	1	1	-	*	2	1	1	*	1	2	2		
HERBERT TAREYTON (K)	1	1	*	1	1	1	1	2	1	1	*		
PARLIAMENT (REG. F)	1	*	*	*	1	*	1	1	1	1	2		
PARLIAMENT (KING F)	1	*	*	*	*	*	1	1	1	*	1		

\*Less than .5 per cent  
(Continued)

1001752004

(Continued)

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Asked of respondents who smoke cigarettes--52% of total sample

	Total cigarette smokers	Analyzed by respondents who are:									
		Male and whose ages are:					Female and whose ages are:				
		Total	18-24	25-34	35-49	50 and over	Total	18-24	25-34	35-49	50 and over
Number of respondents	4955 (100%)	2851 (100%)	462 (100%)	755 (100%)	897 (100%)	731 (100%)	2100 (100%)	386 (100%)	592 (100%)	718 (100%)	399 (100%)
	\$	%	%	%	%	%	\$	%	%	%	%
KENT (KING F)	1	1	*	*	1	1	1	-	1	1	2
KENT (REG. F)	*	*	*	*	*	-	*	*	1	*	1
RALEIGH (KING)	1	*	1	1	*	*	1	1	*	1	1
RALEIGH (REG.)	*	*	1	*	*	*	*	-	*	*	1
CAVALIER (K)	*	1	-	*	*	1	*	1	*	*	*
SPUD (R)	*	*	*	*	*	*	*	*	*	*	-
SANO (K)	*	*	-	*	-	-	*	-	*	*	*
SANO (F)	*	*	-	-	*	*	*	-	*	-	-
VOGUE (F)	*	*	-	*	-	-	*	*	*	*	-
REGENT (K)	*	*	-	-	*	*	*	*	*	-	-
REGENT (F)	*	*	-	-	-	*	*	*	-	-	-
ENCORE (F)	*	*	-	-	-	*	*	*	-	*	-
DU MAURIER (F)	*	*	-	*	-	-	-	-	-	-	-
DUNHILL (K)	-	-	-	-	-	-	-	-	-	-	-
OTHER FILTER TIP FILTER BUT NO REGULAR BRAND	*	*	*	-	-	-	*	-	-	*	*
	1	*	*	1	1	*	1	1	1	1	1
OTHER NON-FILTER TIP NO REGULAR BRAND	1	1	*	1	1	2	1	*	1	1	1
	5	6	4	6	6	6	5	5	5	5	5
DON'T KNOW OR NO ANSWER	1	1	1	*	1	1	1	1	2	1	1
NO	41	41	36	39	41	45	40	37	40	39	42
DON'T KNOW OR NO ANSWER	1	1	1	1	1	1	1	1	2	1	1

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252005

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Asked of respondents who smoke cigarettes--52% of total sample

	Total cigarette smokers	Analyzed by respondents whose economic level is:			
		A	B	C	D
Number of respondents	4955 (100%)	233 (100%)	741 (100%)	2360 (100%)	1590 (100%)
	%	%	%	%	%
YES	<u>58</u>	<u>57</u>	<u>61</u>	<u>56</u>	<u>61</u>
CHESTERFIELD (REG.)	5	6	4	5	6
CHESTERFIELD (KING)	3	2	3	3	3
PALL MALL (K)	8	7	5	8	9
LUCKY STRIKE (R)	8	4	6	7	10
CAMEL (R)	7	4	5	6	9
KOOL (REG.)	4	3	4	3	4
KOOL (KING)	3	3	2	3	2
WINSTON (F)	6	5	8	6	4
PHILIP MORRIS (REG.)	4	4	3	3	4
PHILIP MORRIS (KING)	2	*	3	2	4
OLD GOLD (REG.)	2	1	2	2	3
OLD GOLD (F)	1	*	2	1	1
OLD GOLD (KING)	1	2	1	1	1
L & M (F)	3	7	5	3	3
VICEROY (KING F)	2	4	3	2	2
VICEROY (REG. F)	1	1	1	1	1
MARLBORO (F)	3	3	4	3	2
HERBERT TAREYTON (F)	1	2	1	1	1
HERBERT TAREYTON (K)	1	1	1	1	1
PARLIAMENT (REG. F)	1	2	1	*	*
PARLIAMENT (KING F)	1	2	2	*	*

1001352006

\*Less than .5 per cent

(Continued)

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Asked of respondents who smoke cigarettes--52% of total sample

	Total cigarette smokers	Analyzed by respondents whose economic level is:			
		A	B	C	D
Number of respondents	4955 (100%)	233 (100%)	741 (100%)	2360 (100%)	1590 (100%)
	%	%	%	%	%
KENT (KING F)	1	1	2	1	*
KENT (REG. F)	*	*	*	*	*
RALEIGH (KING)	1	-	1	*	1
RALEIGH (REG.)	*	-	*	*	*
CAVALIER (K)	*	-	*	*	1
SPUD (R)	*	-	-	*	*
SANO (K)	*	-	*	*	*
SANO (F)	*	-	*	*	-
VOGUE (F)	*	*	*	-	*
REGENT (K)	*	-	-	-	*
REGENT (F)	*	-	-	*	-
ENCORE (F)	*	1	-	*	*
DU MAURIER (F)	*	-	-	-	*
DUNHILL (K)	-	-	-	-	-
OTHER FILTER TIP	*	-	-	*	*
FILTER BUT NO REGULAR BRAND	1	1	1	*	*
OTHER NON-FILTER TIP	1	1	1	1	1
NO REGULAR BRAND	5	3	6	5	5
DON'T KNOW OR NO ANSWER	1	1	1	1	1
NO	41	42	38	43	38
DON'T KNOW OR NO ANSWER	1	1	1	1	1

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252005

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Asked of respondents who smoke cigarettes--52% of total sample

Analyzed by respondents who live in  
Philip Morris sales region:

	Total cigarette smokers	#1 North-east	#2 Central Atlantic	#3 South-east	#4 East North Central	#5 West North Central	#6 West South Central	#7 Mountain and Pacific
Number of respondents	4955 (100%)	1279 (100%)	667 (100%)	514 (100%)	1022 (100%)	462 (100%)	411 (100%)	600 (100%)
	%	%	%	%	%	%	%	%
YES	58	60	54	55	57	62	67	57
CHESTERFIELD (REG.)	5	8	4	2	6	4	6	3
CHESTERFIELD (KING)	3	3	2	2	4	3	2	2
PALL MALL (K)	8	7	7	6	10	5	10	8
LUCKY STRIKE (R)	8	7	7	8	8	6	12	7
CAMEL (R)	7	6	4	5	7	8	12	7
KOOL (REG.)	4	3	2	5	3	5	5	5
KOOL (KING)	3	2	1	4	2	4	4	3
WINSTON (F)	6	5	3	9	5	10	6	4
PHILIP MORRIS (REG.)	4	4	4	5	2	3	6	2
PHILIP MORRIS (KING)	2	1	1	2	2	2	3	2
OLD GOLD (REG.)	2	2	3	2	2	3	1	3
OLD GOLD (F)	1	1	1	1	1	2	1	1
OLD GOLD (KING)	1	1	1	*	1	1	*	1
L & M (F)	3	4	3	4	2	6	5	3
VICEROY (KING F)	2	2	1	2	3	3	4	2
VICEROY (REG. F)	1	*	*	2	*	*	1	1
MARLBORO (F)	3	4	1	2	2	3	2	2
HERBERT TAREYTON (F)	1	1	1	*	1	1	1	1
HERBERT TAREYTON (K)	1	1	1	*	1	1	2	1
PARLIAMENT (REG. F)	1	1	1	1	1	-	-	*
PARLIAMENT (KING F)	1	1	1	1	*	1	1	*

1001252008

\*Less than .5 per cent  
(Continued)

(Continued)

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Asked of respondents who smoke cigarettes--52% of total sample

Analyzed by respondents who live in  
Philip Morris sales region:

	Total cigarette smokers	#1 North-east	#2 Central Atlantic	#3 South-east	#4 East North Central	#5 West North Central	#6 West South Central	#7 Mountain and Pacific
Number of respondents	4955 (100%)	1279 (100%)	667 (100%)	514 (100%)	1022 (100%)	462 (100%)	411 (100%)	600 (100%)
	%	%	%	%	%	%	%	%
KENT (KING F)	1	*	1	*	1	2	1	1
KENT (REG. F)	*	*	*	1	*	*	1	*
RALEIGH (KING)	1	*	1	1	*	1	-	1
RALEIGH (REG.)	*	*	1	*	*	-	-	*
CAVALIER (K)	*	*	*	1	*	1	1	*
SPUD (R)	*	*	*	1	*	-	-	-
SANO (K)	*	*	-	*	-	*	-	-
SANO (F)	*	-	*	-	*	*	-	-
VOGUE (F)	*	*	*	-	-	-	-	*
REGENT (K)	*	*	-	-	*	-	-	*
REGENT (F)	*	-	-	*	-	-	-	-
ENCORE (F)	*	*	*	-	*	*	-	-
DU MAURIER (F)	*	*	-	-	-	-	-	-
DUNHILL (K)	-	-	-	-	-	-	-	-
OTHER FILTER TIP FILTER BUT NO REGULAR BRAND	*	*	*	-	-	-	-	*
	1	*	1	1	*	1	1	1
OTHER NON-FILTER TIP NO REGULAR BRAND	1	1	1	1	1	1	*	1
	5	6	7	4	5	5	4	6
DON'T KNOW OR NO ANSWER	1	1	*	1	*	1	1	1
NO	41	39	45	42	42	37	32	42
DON'T KNOW OR NO ANSWER	1	1	1	3	1	1	1	1

1001252009

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

3a. Are there any other brands you smoke

Asked of respondents who smoke

	Total cigarette smokers	Philip Morris (R & K)	Camel (R)	Chesterfield (R & K)	Lucky Strike (R)	Old Gold (R & K)	Pall Mall (K)	Herbert Tareyton (K)	Analyzed by Question 2:
Number of respondents	4955 (100%)	260 (100%)	716 (100%)	576 (100%)	641 (100%)	184 (100%)	631 (100%)	81** (100%)	
	%	%	%	%	%	%	%	%	
YES	58	62	54	56	58	49	59	48	
CHESTERFIELD (REG.)	5	8	8	1	9	4	5	1	
CHESTERFIELD (KING)	3	8	2	1	1	2	7	1	
PALL MALL (K)	8	7	9	10	9	6	-	9	
LUCKY STRIKE (R)	8	11	14	12	-	10	11	7	
CAMEL (R)	7	7	-	8	15	12	8	2	
KOOL (REG.)	4	5	4	4	6	5	3	-	
KOOL (KING)	3	3	1	2	2	1	4	5	
WINSTON (F)	6	2	5	5	3	3	5	2	
PHILIP MORRIS (REG.)	4	-	4	5	7	3	4	4	
PHILIP MORRIS (KING)	2	1	1	2	1	1	5	2	
OLD GOLD (REG.)	2	3	5	3	3	-	1	4	
OLD GOLD (F)	1	1	*	1	*	1	1	-	
OLD GOLD (KING)	1	2	1	1	*	-	1	-	
L & M (F)	3	2	1	2	3	1	2	1	
VICEROY (KING F)	2	2	1	2	1	1	2	-	
VICEROY (REG. F)	1	2	*	1	1	-	1	2	
MARLBORO (F)	3	3	1	3	2	-	3	2	
HERBERT TAREYTON (F)	1	*	*	*	*	-	*	1	
HERBERT TAREYTON (K)	1	2	1	1	1	1	1	-	
PARLIAMENT (REG. F)	1	*	*	*	1	-	*	4	
PARLIAMENT (KING F)	1	-	*	*	*	-	*	1	

1001752010

\*Less than

\*\*Percentages based on less than

on certain occasions, or just for a change?

cigarettes--52% of total sample

respondents whose present regular brand is:

Other non-filter tip		Marlboro		Parliament		Viceroy		Other filter tip		No regular brand
Regular	King	(Filter)	(Filter)	(R & K Filter)	L & M (Filter)	(R & K Filter)	Winston (Filter)	(R & K)		
128 (100%)	158 (100%)	193 (100%)	65** (100%)	269 (100%)	330 (100%)	436 (100%)	229 (100%)	58** (100%)		
%	%	%	%	%	%	%	%	%	%	%
46	62	70	59	61	58	65	63	53		
5	3	3	5	7	3	3	4	3		
1	4	3	-	4	1	3	1	3		
6	15	7	2	7	9	12	7	7		
6	4	4	2	4	4	6	4	7		
9	5	4	2	2	3	9	4	7		
1	2	3	2	2	3	4	2	5		
2	2	3	3	4	3	4	3	-		
2	4	17	11	10	12	-	13	3		
5	3	4	2	2	2	1	1	5		
2	4	3	-	*	1	2	*	3		
1	1	1	2	2	1	1	2	5		
-	-	3	3	1	2	4	2	2		
-	2	-	-	*	1	1	1	*		
2	3	9	9	-	6	9	6	5		
2	1	8	3	4	-	6	3	5		
-	1	1	3	2	-	*	-	-		
-	2	-	6	5	5	5	4	2		
-	-	2	-	3	2	3	3	2		
1	3	-	-	1	1	*	2	-		
-	1	1	-	1	1	*	2	-		
-	-	3	-	1	2	1	2	-		

.5 per cent  
100 cases are often unreliable.

(Continued)

(Continued)

3a. Are there any other brands you smoke

Asked of respondents who smoke

	Total cigarette smokers	Philip Morris (R & K)	Camel (R)	Chester-field (R & K)	Lucky Strike (R)	Old Gold (R & K)	Pall Mall (K)	Analyzed by Question 2: Herbert Tareyton (K)
Number of respondents	4955 (100%)	260 (100%)	716 (100%)	576 (100%)	641 (100%)	184 (100%)	631 (100%)	81** (100%)
	%	%	%	%	%	%	%	%
KENT (KING F)	1	-	-	1	*	-	*	-
KENT (REG. F)	*	-	*	-	1	-	*	-
RALEIGH (KING)	1	1	-	*	-	1	2	1
RALEIGH (REG.)	*	2	-	1	-	-	*	-
CAVALIER (K)	*	*	1	1	-	-	1	-
SPUD (R)	*	*	1	*	*	-	*	-
SANO (K)	*	-	*	*	*	-	-	1
SANO (F)	*	*	-	-	-	-	-	-
VOGUE (F)	*	-	-	-	-	-	-	1
REGENT (K)	*	*	-	-	*	1	-	-
REGENT (F)	*	-	-	-	-	-	*	-
ENCORE (F)	*	-	*	-	-	-	-	-
DU MAURIER (F)	*	-	-	-	*	-	-	-
DUNHILL (K)	-	-	-	-	-	-	-	-
OTHER FILTER TIP FILTER BUT NO REGULAR BRAND	*	-	-	-	-	-	-	-
OTHER NON-FILTER TIP NO REGULAR BRAND	1	-	*	*	*	-	*	-
DON'T KNOW OR NO ANSWER	1	*	1	1	1	1	1	-
NO	41	38	46	43	41	51	41	52
DON'T KNOW OR NO ANSWER	1	*	*	1	1	-	-	-

1001253012

\*Less than

\*\*Percentages based on less than

Note: Sub-totals may add to more than the group total

on certain occasions, or just for a change?

cigarettes--52% of total sample

respondents whose present regular brand is:

Other non-filter tip	Marlboro King Regular	Parliament (R & K) (Filter)	L & M Filter	Viceroy (R & K) Filter	Winston (Filter)	Other (R & K)	No filter tip regular brand
128 (100%)	158 (100%)	193 (100%)	65** (100%)	269 (100%)	330 (100%)	436 (100%)	229 (100%)
%	%	%	%	%	%	%	%
-	-	2	5	2	1	2	*
-	-	1	-	*	1	-	*
-	1	1	2	-	1	1	-
-	2	-	-	1	-	*	-
2	1	-	-	-	-	*	*
-	1	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	1	-	-	-	-	-	*
-	-	-	-	*	*	*	*
-	-	-	-	-	-	-	-
-	-	-	-	-	*	-	-
-	-	-	-	-	-	-	-
-	1	-	-	*	-	*	-
-	-	-	-	-	-	-	-
-	-	1	-	*	-	-	*
-	-	1	2	1	2	1	3
15	25	24	22	13	14	14	6
-	1	1	2	1	1	*	*
54	38	24	35	35	40	32	36
-	-	6	6	4	2	3	1
-	-	6	6	4	2	3	7

.5 per cent

100 cases are often unreliable.

because some respondents gave more than one answer.

1001252013

ALL PARLIAMENT SMOKERS

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Answers of all Parliament smokers.

	<u>Total Parliament smokers</u>
Number of respondents	1238 (100%)
	%
YES	<u>58</u>
MARLBORO (F)	10
PARLIAMENT (KING F) **	7
PARLIAMENT (REG. F) **	3
L & M (F)	8
VICEROY (KING F)	4
VICEROY (REG. F)	2
WINSTON (F)	5
PALL MALL (K)	3
KENT (KING F)	2
KENT (REG. F)	1
PHILIP MORRIS (REG.)	2
PHILIP MORRIS (KING)	1
KOOL (REG.)	2
KOOL (KING)	1
CHESTERFIELD (REG.)	2
CHESTERFIELD (KING)	1
HERBERT TAREYTON (F)	2
HERBERT TAREYTON (K)	1
CAMEL (R)	2
OLD GOLD (F)	1
OLD GOLD (REG.)	1
OLD GOLD (KING)	*

\*Less than .5 per cent

\*\*These respondents smoke 5 or more packs of Parliament cigarettes in a month and were included in the oversample as Parliament smokers.

(Continued)

1001752014

(Continued)

ALL PARLIAMENT SMOKERS

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Answers of all Parliament smokers

	<u>Total Parliament smokers</u>
Number of respondents	1238 (100%)
	%
LUCKY STRIKE (R)	1
RALEIGH (KING)	*
RALEIGH (REG.)	*
REGENT (F)	*
REGENT (K)	*
DU MAURIER (F)	*
ENCORE (F)	*
CAVALIER (K)	*
VOGUE (F)	*
SANO (F)	*
SANO (K)	-
DUNHILL (K)	-
SPUD (R)	-
OTHER FILTER TIP	1
FILTER BUT NO REGULAR BRAND	1
OTHER NON-FILTER TIP	1
NO REGULAR BRAND	3
DON'T KNOW OR NO ANSWER	*
NO	39
NO ANSWER	3

1001752015

\*Less than .5 per cent.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

ALL MARLBORO SMOKERS

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Answers of all Marlboro smokers

	<u>Total Marlboro smokers</u>
Number of respondents	565 (100%)
	%
YES	<u>60</u>
WINSTON (F)	13
VICEROY (KING F)	7
VICEROY (REG. F)	1
L & M (F)	8
PALL MALL (K)	7
KOOL (KING)	3
KOOL (REG.)	2
PHILIP MORRIS (REG.)	3
PHILIP MORRIS (KING)	2
CHESTERFIELD (REG.)	3
CHESTERFIELD (KING)	2
PARLIAMENT (KING F)	3
PARLIAMENT (REG. F)	1
LUCKY STRIKE (R)	3
OLD GOLD (F)	2
OLD GOLD (REG.)	1
OLD GOLD (KING)	*
CAMEL (R)	2
HERBERT TAREYTON (F)	2
HERBERT TAREYTON (K)	*

\*Less than .5 per cent  
(Continued)

1001252016

1001252012

ALL MARLBORO SMOKERS

(Continued)

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Answers of all Marlboro smokers

	Total Marlboro smokers
Number of respondents	565 (100%)
	%
KENT (KING F)	1
KENT (REG. F)	*
RALEIGH (KING)	1
RALEIGH (REG.)	-
CAVALIER (K)	*
SANO (F)	*
SANO (K)	-
DU MAURIER (F)	-
DUNHILL (K)	-
ENCORE (F)	-
REGENT (K)	-
REGENT (F)	-
SPUD (R)	-
VOGUE (F)	-
OTHER FILTER TIP	1
FILTER BUT NO REGULAR BRAND	2
OTHER NON-FILTER TIP	1
NO REGULAR BRAND	2
NO ANSWER	*
NO	33
NO ANSWER	7

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

3b. Why do you like to smoke Parliaments now and then?

Asked of cigarette smokers who smoke Parliaments on certain occasions but not as a regular brand--1% of cigarette smokers

	Total asked this question	Analyzed by respondents who are:	
		Male	Female
		%	%
Number of respondents	58** (100%)	19** (100%)	39** (100%)
THEY ARE MILD	26	26	26
FOR A CHANGE	24	26	23
FOR THE FILTER	16	16	15
Like the filter; nice filter	9	11	8
Because they are filtered; like a filter cigarette once in a while	2	-	3
Has an effective filter	2	-	2
Other (for the filter)	3	5	2
LIKE THE TASTE, FLAVOR	10	-	15
LIKE THE BOX; NICER LOOKING; DOESN'T GET CRUSHED	7	5	8
THEY MAKE ME FEEL ELEGANT, FESTIVE; THEY ARE A CLASSY, LUXURIOUS CIGARETTE	7	-	10
LIKE THEM; IT'S A GOOD CIGARETTE (NO FURTHER INFORMATION)	7	5	8
IT'S A SMOOTH CIGARETTE	5	5	5
IT'S A COOL, FRESHER SMOKE	3	11	-
THEY ARE A SUPERIOR CIGARETTE; BEST ON THE MARKET	3	-	5
FOR THE TIP	2	-	3
ALL OTHER	3	5	3
DON'T KNOW	3	11	-
NO ANSWER	12	16	10

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001252018

3b. Why do you like to smoke Parliaments now and then?

Asked of cigarette smokers who smoke Parliaments on certain occasions but not as a regular brand--1% of cigarette smokers

Analyzed by Question 2:  
respondents whose present  
regular brand is:

	Total asked this question	Non-filter Regular size	King size	Filter tip (R & K)
Number of respondents	58** (100%)	13** (100%)	10** (100%)	35** (100%)
	%	%	%	%
THEY ARE MILD	26	15	30	29
FOR A CHANGE	24	23	40	20
FOR THE FILTER	16	31	10	11
Like the filter; nice filter	9	15	-	8
Because they are filtered; like a filter cigarette once in a while	2	8	-	-
Has an effective filter	2	-	-	3
Other (for the filter)	3	8	10	-
LIKE THE TASTE, FLAVOR	10	8	20	9
LIKE THE BOX; NICER LOOKING; DOESN'T GET CRUSHED	7	-	-	11
THEY MAKE ME FEEL ELEGANT, FESTIVE; THEY ARE A CLASSY, LUXURIOUS CIGARETTE	7	-	-	11
LIKE THEM; IT'S A GOOD CIGARETTE (NO FURTHER INFORMATION)	7	8	-	9
IT'S A SMOOTH CIGARETTE	5	-	20	3
IT'S A COOL, FRESHER SMOKE	3	-	-	6
THEY ARE A SUPERIOR CIGARETTE; BEST ON THE MARKET	3	-	-	6
FOR THE TIP	2	-	-	3
ALL OTHER	3	8	10	-
DON'T KNOW	3	15	-	-
NO ANSWER	12	8	10	14

1001252049

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

## 3b. Why do you like to smoke Kools now and then?

Asked of cigarette smokers who smoke Kools on certain occasions but not as a regular brand--  
6% of cigarette smokers

	Total asked this question	Analyzed by respondents who are:	
		Male	Female
Number of respondents	301 (100%)	152 (100%)	149 (100%)
	%	%	%
LIKE TO SMOKE KOOLS WHEN I HAVE A COLD	51	46	56
JUST FOR A CHANGE	11	12	10
KOOLS GOOD FOR THROAT, SOOTHING, RELIEVING (NO FURTHER INFORMATION)	10	12	9
LIKE TASTE	8	7	9
Like menthol taste	3	5	2
Kools are refreshing; mild, cool taste	2	3	1
Like taste, flavor	1	-	2
Other (like taste)	2	-	4
SMOKE KOOLS WHEN I HAVE A SORE THROAT	6	5	7
SMOKE KOOLS FOR COUGH	4	5	4
SMOKE KOOLS FOR SINUS, ASTHMATIC CONDITIONS	4	5	3
KOOLS RELIEVE TENSION IN THROAT MUSCLES	1	-	2
SMOKE KOOLS ONLY OCCASIONALLY; NOT REGULAR	1	-	1
DON'T SMOKE AS A REGULAR BRAND BECAUSE KOOLS GIVE ME INDIGESTION, ARE NAUSEATING	1	1	1
ALL OTHER	6	7	5
DON'T KNOW	1	2	1
NO ANSWER	8	8	9

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001252020

3b. Why do you like to smoke Kools now and then?

Asked of cigarette smokers who  
smoke Kools on certain occasions  
but not as a regular brand--  
6% of cigarette smokers

Analyzed by Question 2:  
respondents whose present  
regular brand is:

	Total asked this question	Non-filter Regular size	King size	Filter tip (R & K)
Number of respondents	301 (100%)	134 (100%)	69** (100%)	95** (100%)
	%	%	%	%
LIKE TO SMOKE KOOLS WHEN I HAVE A COLD	51	51	57	46
JUST FOR A CHANGE	11	13	7	13
KOOLS GOOD FOR THROAT, SOOTHING, RELIEVING (NO FURTHER INFORMATION)	10	10	9	11
LIKE TASTE	8	6	10	8
Like menthol taste	3	3	3	4
Kools are refreshing; mild, cool taste	2	2	4	1
Like taste, flavor	1	-	-	2
Other (like taste)	2	1	3	2
SMOKE KOOLS WHEN I HAVE A SORE THROAT	6	4	7	7
SMOKE KOOLS FOR COUGH	4	3	7	4
SMOKE KOOLS FOR SINUS, ASTHMATIC CONDITIONS	4	4	1	6
KOOLS RELIEVE TENSION IN THROAT MUSCLES	1	-	3	1
SMOKE KOOLS ONLY OCCASIONALLY; NOT REGULAR	1	1	-	1
DON'T SMOKE AS A REGULAR BRAND BECAUSE KOOLS GIVE ME INDIGESTION, ARE NAUSEATING	1	-	1	1
ALL OTHER	6	8	4	3
DON'T KNOW	1	3	-	-
NO ANSWER	8	5	3	17

1001253021

\*\*Percentages based on less than 100 cases are often unreliable.  
Note: Group totals add to more than 100%, and sub-totals may add to more  
than group totals because some respondents gave more than one answer.

3b. Why do you like to smoke Spuds now and then?

Asked of cigarette smokers who  
smoke Spuds on certain occasions  
but not as a regular brand--  
2/10 or 1% of cigarette smokers.

	<u>Total asked this question</u>
Number of respondents	10** (100%)
LIKE TO SMOKE SPUDS WHEN I HAVE A COLD	40
SPUDS ARE REFRESHING; MILD, COOL TASTE	10
DON'T KNOW	40
NO ANSWER	10

1001252023

\*\*Percentages based on less than 100 cases are often unreliable.

## 3c. Why don't you smoke Parliaments as your regular brand?

Asked of cigarette smokers who smoke Parliaments on certain occasions but not as a regular brand--1% of cigarette smokers

	Total asked this question	Analyzed by respondents who are:	
		Male	Female
Number of respondents	58** (100%)	19** (100%)	39** (100%)
	%	%	%
EXPENSE	47	53	44
Too expensive; cost more (no further information)	43	53	39
Too expensive for me--heavy smoker	4	-	5
LIKE OTHER BRAND BETTER; USED TO OTHER BRAND	7	5	8
HARD TO FIND, GET PARLIAMENTS	7	-	10
DON'T LIKE FILTERS	3	5	3
THE BOX IS BULKY, INCONVENIENT	3	5	3
DON'T LIKE TASTE, FLAVOR	3	5	3
BURNING, IRRITATION	2	-	3
ALL OTHER	3	-	5
DON'T KNOW	5	11	3
NO ANSWER	26	21	28

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001252023

## 3c. Why don't you smoke Parliaments as your regular brand?

Asked of cigarette smokers who smoke Parliaments on certain occasions but not as a regular brand--1% of cigarette smokers

	Total asked this question	Analyzed by Question 2: respondents whose present regular brand is:			
		Non-filter Regular size	King size	Filter tip (R & K)	
Number of respondents	58** (100%)	13** (100%)	10** (100%)	35** (100%)	
	%	%	%	%	
EXPENSE	47	46	50	46	
Too expensive; cost more (no further information)	43	46	50	40	
Too expensive for me--heavy smoker	4	-	-	6	
LIKE OTHER BRAND BETTER; USED TO OTHER BRAND	7	15	-	6	
HARD TO FIND, GET PARLIAMENTS	7	-	10	9	
DON'T LIKE FILTERS	3	8	10	-	
THE BOX IS BULKY, INCONVENIENT	3	8	10	-	
DON'T LIKE TASTE, FLAVOR	3	8	-	3	
BURNING, IRRITATION	2	-	-	3	
ALL OTHER	3	-	-	6	
DON'T KNOW	5	15	-	3	
NO ANSWER	26	15	30	29	

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752024

3c. Why don't you smoke Kools as your regular brand?

Asked of cigarette smokers who  
smoke Kools on certain occasions  
but not as a regular brand--  
6% of cigarette smokers

	<u>Total asked this question</u>	<u>Analyzed by respondents who are:</u>	
		<u>Male</u>	<u>Female</u>
Number of respondents	301 (100%)	152 (100%)	149 (100%)
	%	%	%
DISLIKE KOOLS	49	45	52
Don't like taste; tire of taste	15	12	17
Too much menthol for regular enjoyment	14	14	14
Not satisfying; too mild; no "cigarette" taste	11	12	9
Don't like Kools, tire of them	8	9	7
Too many are nauseating	2	-	5
Other (dislike Kools)	1	1	1
DON'T LIKE THEM EXCEPT WHEN I HAVE A COLD, SORE THROAT	11	11	11
LIKE OTHER BRAND BETTER	8	7	9
MENTHOL EFFECT, ENJOYMENT IS LOST IF SMOKED REGULARLY	3	2	3
ALL OTHER	7	7	7
DON'T KNOW	4	5	3
NO ANSWER	20	24	16

1001252025

Note: Group totals add to more than 100%, and sub-totals may add to more  
than group totals because some respondents gave more than one answer.

## 3c. Why don't you smoke Kools as your regular brand?

Asked of cigarette smokers who  
smoke Kools on certain occasions  
but not as a regular brand--  
6% of cigarette smokers

	Total asked this question	Analyzed by Question 2: respondents whose present regular brand is:			
		Non-filter		Filter	
		Regular size	King size	tip (R & K)	
Number of respondents	301 (100%)	134 (100%)	69** (100%)	95** (100%)	
	%	%	%	%	
DISLIKE KOOLS					
Don't like taste; tire of taste	49 15	47 13	57 13	44 18	
Too much menthol for regular enjoyment	14	17	19	7	
Not satisfying; too mild; no "cigarette" taste	11	13	10	9	
Don't like Kools, tire of them	8	7	12	5	
Too many are nauseating	2	1	4	3	
Other (dislike Kools)	1	1	-	2	
DON'T LIKE THEM EXCEPT WHEN I HAVE A COLD, SORE THROAT	11	15	13	5	
LIKE OTHER BRAND BETTER	8	10	9	5	
MENTHOL EFFECT, ENJOYMENT IS LOST IF SMOKED REGULARLY	3	-	-	9	
ALL OTHER	7	4	4	15	
DON'T KNOW	4	5	7	-	
NO ANSWER	20	22	13	22	

1001752026

\*\*Percentages based on less than 100 cases are often unreliable.  
Note: Group totals add to more than 100%, and sub-totals may add to more  
than group totals because some respondents gave more than one answer.

3c. Why don't you smoke Spuds as your regular brand?

Asked of cigarette smokers who  
smoke Spuds on certain occasions  
but not as a regular brand--  
2/10 or 1% of cigarette smokers

	Total asked this <u>question</u>
Number of respondents	10** (100%)
NOT SATISFYING; TOO MILD; NO "CIGARETTE" TASTE	40%
DON'T LIKE THEM EXCEPT WHEN I HAVE A COLD, SORE THROAT	10%
ALL OTHER	20%
DON'T KNOW	20%
NO ANSWER	10%

1001752024

\*\*Percentages based on less than 100 cases are often unreliable.

3d. On the average, how many packs of Parliaments do you smoke in a month?

Asked of cigarette smokers who  
smoke Parliaments on certain  
occasions but not as a regular  
brand--1% of cigarette smokers

	<u>Total asked this question</u>
Number of respondents	58** (100%)
	%
LESS THAN 1 PACK	26
1 - 2 PACKS	26
3 - 5 PACKS	20
6 PACKS OR MORE	7
DON'T KNOW	2
NO ANSWER	19

1001252028

\*\*Percentages based on less than 100 cases are often unreliable.

3d. On the average, how many packs of Kools do you smoke in a month?

Asked of cigarette smokers who  
smoke Kools on certain occasions  
but not as a regular brand--  
6% of cigarette smokers.

	<u>Total asked this question</u>	<u>Analyzed by respondents who are:</u>	
		<u>Male</u>	<u>Female</u>
Number of respondents	301 (100%)	152 (100%)	149 (100%)
	%	%	%
LESS THAN 1 PACK	35	28	42
1 - 2 PACKS	27	28	26
3 - 5 PACKS	10	11	8
6 PACKS OR MORE	8	8	7
DON'T KNOW	2	4	1
NO ANSWER	18	21	16

1001752029

3d. On the average, how many packs of Spuds do you smoke in a month?

Asked of cigarette smokers who  
smoke Spuds on certain occasions  
but not as a regular brand--  
2/10 or 1% of cigarette smokers

	<u>Total asked this question</u>
Number of respondents	10** (100%)
	%
LESS THAN 1 PACK	50
1 - 2 PACKS	20
3 - 5 PACKS	10
6 PACKS OR MORE	-
DON'T KNOW	10
NO ANSWER	10

1001752030

\*\*Percentages based on less than 100 cases are often unreliable.

X4a. How long have you been smoking (present brand) ?

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

Number of respondents	Total non-filter-tip cigarette smokers	Analyzed by respondents who are:									
		Male and whose ages are:					Female and whose ages are:				
		Total	18-24	25-34	35-49	over	Total	18-24	25-34	35-49	over
	3433 (100%)	2174 (100%)	371 (100%)	574 (100%)	653 (100%)	570 (100%)	1256 (100%)	262 (100%)	367 (100%)	383 (100%)	240 (100%)
LESS THAN 3 MONTHS	2	1	2	1	1	1	2	3	3	*	1
3 MONTHS TO LESS THAN 6 MONTHS	1	1	2	1	1	*	1	2	1	2	*
6 MONTHS TO 1 YEAR	7	6	10	6	5	4	9	13	7	10	6
OVER 1 YEAR	86	87	81	89	89	88	83	79	86	84	83
DON'T KNOW OR NO ANSWER	4	5	5	3	4	7	5	3	3	4	10

\*Less than .5 per cent

1001252031

X4a. How long have you been smoking (present brand)?

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

Analyzed by Question 2:  
respondents whose present (regular non-filter tip) brand is:

Number of respondents	Total non-filter-tip cigarette smokers (R & K)	Philip Morris (R)	Chesterfield (R & K)	Lucky Strike (R)	Old Gold (R)	Pall Mall (R & K)	Tareyton (K)	Other regular king size (K)	Herbert ton (K)	Other brand size (K)	No size know
	3433 (100%)	260 (100%)	716 (100%)	576 (100%)	641 (100%)	184 (100%)	631 (100%)	81** (100%)	128 (100%)	158 (100%)	58** (100%)
	%	%	%	%	%	%	%	%	%	%	%
LESS THAN 3 MONTHS	2	2	1	1	1	1	2	1	3	2	12
3 MONTHS TO LESS THAN 6 MONTHS	1	2	*	1	1	2	1	-	2	2	-
6 MONTHS TO 1 YEAR	7	10	4	6	6	5	8	7	16	15	10
OVER 1 YEAR	86	84	91	87	89	87	85	87	71	80	40
DON'T KNOW OR NO ANSWER	4	2	4	5	3	5	4	5	8	1	38

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

1001752032

X4b. What brand did you smoke most often before you started smoking (present brand) ?

Asked of non-filter tip cigarette smokers who have been smoking their present brand for less than 1 year--  
10% of non-filter tip cigarette smokers

	Total asked this question	Analyzed by respondents who are:	
		Male	Female
Number of respondents	332 (100%)	176 (100%)	156 (100%)
	%	%	%
CHESTERFIELD (REG.)	17	20	13
CHESTERFIELD (KING)	5	3	6
CAMEL (R)	14	18	10
LUCKY STRIKE (R)	13	15	11
PHILIP MORRIS (REG.)	9	6	11
PHILIP MORRIS (KING)	2	2	1
PALL MALL (K)	8	8	8
OLD GOLD (REG.)	4	5	3
OLD GOLD (KING)	*	1	-
VICEROY (KING F)	2	1	2
VICEROY (REG. F)	*	-	1
HERBERT TAREYTON (K)	2	1	2
HERBERT TAREYTON (F)	*	-	1
WINSTON (F)	1	-	2
KOOL (REG.)	1	-	1
PARLIAMENT (KING F)	1	1	1
RALEIGH (REG.)	*	-	1
RALEIGH (KING)	*	-	*
CAVALIER (K)	*	1	-
MARLBORO (F)	*	-	1
OTHER NON-FILTER TIP	1	1	-
NO REGULAR BRAND	16	14	19
DON'T KNOW OR NO ANSWER	*	*	1
STILL SMOKING SAME BRAND	4	3	5

1001752033

X4b. What brand did you smoke most often before you started smoking (present brand)?

Asked of non-filter tip cigarette smokers who have been smoking their present brand for less than 1 year--  
10% of non-filter tip cigarette smokers

	Total asked this question	Analyzed by respondents whose ages are:			
		18-24	25-34	35-49	50 and over
Number of respondents	332 (100%)	100 (100%)	87** (100%)	96** (100%)	48** (100%)
	%	%	%	%	%
CHESTERFIELD (REG.)	17	16	19	16	19
CHESTERFIELD (KING)	5	3	6	4	6
CAMEL (R)	14	10	13	15	23
LUCKY STRIKE (R)	13	13	15	17	4
PHILIP MORRIS (REG.)	9	4	11	15	2
PHILIP MORRIS (KING)	2	1	1	3	-
PALL MALL (K)	8	12	8	3	11
OLD GOLD (REG.)	4	2	5	5	6
OLD GOLD (KING)	*	-	-	1	-
VICEROY (KING F)	2	4	1	-	-
VICEROY (REG. F)	*	1	-	-	-
HERBERT TAREYTON (K)	2	-	1	2	2
HERBERT TAREYTON (F)	*	-	-	-	2
WINSTON (F)	1	1	1	1	-
KOOL (REG.)	1	1	-	-	2
PARLIAMENT (KING F)	1	-	1	1	-
RALEIGH (REG.)	*	-	-	1	-
RALEIGH (KING)	*	-	-	1	-
CAVALIER (K)	*	-	1	-	-
MARLBORO (F)	*	-	-	1	-
OTHER NON-FILTER TIP	1	-	2	-	-
NO REGULAR BRAND	16	25	10	11	19
DON'T KNOW OR NO ANSWER	*	1	-	-	2
STILL SMOKING SAME BRAND	4	6	5	3	2

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

1001252034

X4b. What brand did you smoke most often before you started smoking (present brand) ?

Asked of non-filter tip cigarette smokers who have been smoking their present brand for less than 1 year--  
10% of non-filter tip cigarette smokers

Analyzed by respondents who live in  
Philip Morris sales region:

	Total asked this question	#1 North- east	#2 Central Atlantic	#3. South- east	#4 East North Central	#5 West North Central	#6 West South Central	#7 Mountain and Pacific
Number of respondents	332 (100%)	76** (100%)	47** (100%)	27** (100%)	79** (100%)	36** (100%)	29** (100%)	38** (100%)
	%	%	%	%	%	%	%	%
CHESTERFIELD (REG.)	17	28	17	7	19	14	11	5
CHESTERFIELD (KING)	5	11	4	-	5	3	-	-
CAMEL (R)	14	5	6	19	17	28	21	13
LUCKY STRIKE (R)	13	9	9	15	12	14	17	26
PHILIP MORRIS (REG.)	9	11	9	15	6	3	11	11
PHILIP MORRIS (KING)	2	-	4	4	-	5	-	-
PALL MALL (K)	8	7	9	7	6	3	11	18
OLD GOLD (REG.)	4	4	2	-	8	8	3	-
OLD GOLD (KING)	*	1	-	-	-	-	-	-
VICEROY (KING F)	2	1	2	7	1	-	-	-
VICEROY (REG. F)	*	1	-	-	-	-	-	-
HERBERT TAREYTON (K)	2	1	4	-	1	3	-	-
HERBERT TAREYTON (F)	*	-	2	-	-	-	-	-
WINSTON (F)	1	3	-	4	-	-	-	-
KOOL (REG.)	1	-	-	-	-	-	3	3
PARLIAMENT (KING F)	1	-	-	-	1	-	3	-
RALEIGH (REG.)	*	-	-	-	1	-	-	-
RALEIGH (KING)	*	-	-	-	1	-	-	-
CAVALIER (K)	*	1	-	-	-	-	-	-
MARLBORO (F)	*	-	-	-	-	-	-	3
OTHER NON-FILTER TIP	1	-	2	-	-	-	3	-
NO REGULAR BRAND	16	12	26	18	17	17	14	13
DON'T KNOW OR NO ANSWER	*	1	2	-	-	-	-	-
STILL SMOKING SAME BRAND	4	4	2	4	5	2	3	8

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

1001752035

X4b. What brand did you smoke most often before you started smoking (present brand)?

Asked of non-filter tip cigarette smokers who have been smoking their present brand for less than 1 year--  
10% of non-filter tip cigarette smokers

Analyzed by Question 2:

respondents whose present (regular non-filter tip) brand is:

Number of respondents	Total asked this question (R & K)	regular brand									
		Philip Morris (R & K)	Chesterfield (R)	Lucky Strike (R)	Old Gold (R & K)	Pall Mall (K)	Other regular size	Other King size	Other or don't know	No.	
	332 (100%)	36** (100%)	38** (100%)	45** (100%)	54** (100%)	15** (100%)	68** (100%)	27** (100%)	36** (100%)	13** (100%)	
	%	%	%	%	%	%	%	%	%	%	
CHESTERFIELD (REG.)	17	17	21	7	26	27	15	22	8	15	
CHESTERFIELD (KING)	5	14	-	-	2	6	5	-	14	-	
CAMEL (R)	14	8	-	22	22	33	14	4	14	7	
LUCKY STRIKE (R)	13	14	29	18	-	-	18	15	8	8	
PHILIP MORRIS (REG.)	9	-	13	11	4	7	16	7	8	-	
PHILIP MORRIS (KING)	2	-	-	2	-	-	1	-	8	-	
PAUL MALL (K)	8	11	5	16	5	7	-	18	14	-	
OLD GOLD (REG.)	4	8	5	2	4	-	3	4	6	8	
OLD GOLD (KING)	*	-	-	-	-	-	1	-	-	-	
VICEROY (KING F)	2	-	3	-	5	-	-	4	-	-	
VICEROY (REG. F)	*	-	-	-	2	-	-	-	-	-	
HERBERT TAREYTON (K)	2	-	-	2	2	13	-	-	3	-	
HERBERT TAREYTON (F)	*	-	-	-	-	-	-	-	-	8	
WINSTON (F)	1	-	-	-	2	-	3	-	-	-	
KOOL (REG.)	1	3	-	-	-	-	1	-	-	-	
PARLIAMENT (KING F)	1	-	-	-	-	-	1	4	-	-	
RALEIGH (REG.)	*	-	3	-	-	-	-	-	-	-	
RALEIGH (KING)	*	-	-	2	-	-	-	-	-	-	
CAVALIER (K)	*	-	-	-	-	-	1	-	-	-	
MARLBORO (F)	*	-	-	-	-	-	1	-	-	-	
OTHER NON-FILTER TIP	1	-	3	-	-	-	-	4	-	-	
NO REGULAR BRAND	16	14	13	18	19	-	15	11	17	54	
DON'T KNOW OR NO ANSWER	*	-	2	-	-	-	2	-	-	-	
STILL SMOKING SAME BRAND	4	11	3	-	7	7	3	7	-	-	

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

1001252036

X4b. What brand did you smoke most often before you started smoking (present brand) ?

Asked of non-filter tip cigarette smokers who have been smoking their present brand for less than 1 year--  
10% of non-filter tip cigarette smokers.

Analyzed by Question 2:  
respondents whose present  
(regular non-filter  
tip) brand is:

	Total asked this question	Regular size	King size	No regular brand or don't know
Number of respondents	332 (100%)	172 (100%)	147 (100%)	13** (100%)
	%	%	%	%
CHESTERFIELD (REG.)	17	19	14	15
CHESTERFIELD (KING)	5	1	10	-
CAMEL (R)	14	16	11	7
LUCKY STRIKE (R)	13	15	11	8
PHILIP MORRIS (REG.)	9	8	10	-
PHILIP MORRIS (KING)	2	-	3	-
PALL MALL (K)	8	6	11	-
OLD GOLD (REG.)	4	4	4	8
OLD GOLD (KING)	*	-	1	-
VICEROY (KING F)	2	2	-	-
VICEROY (REG. F)	*	1	-	-
HERBERT TAREYTON (K)	2	2	1	-
HERBERT TAREYTON (F)	*	-	-	8
WINSTON (F)	1	1	1	-
KOOL (REC.)	1	1	1	-
PARLIAMENT (KING F)	1	1	1	-
RALEIGH (REG.)	*	1	-	-
RALEIGH (KING)	*	-	1	-
CAVALIER (K)	*	-	1	-
MARLBORO (F)	*	-	1	-
OTHER NON-FILTER TIP	1	1	-	-
NO REGULAR BRAND	16	15	15	54
DON'T KNOW OR NO ANSWER	*	*	1	-
STILL SMOKING SAME BRAND	4	6	2	-

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

1001252037

X4b. What brand did you smoke most often before you started smoking (present brand) ?

Asked of non-filter tip cigarette smokers who have been smoking their present brand for less than 1 year--  
10% of non-filter tip cigarette smokers

Analyzed by Question X4a:  
respondents who have been  
smoking present (regular non-  
filter tip) brand for:

	Total asked this question	Less than 3 months	3 - 6 months	6 months to 1 year
Number of respondents	332 (100%)	49** (100%)	40** (100%)	243 (100%)
	%	%	%	%
CHESTERFIELD (REG.)	17	12	15	18
CHESTERFIELD (KING)	5	4	5	5
CAMEL (R)	14	8	23	14
LUCKY STRIKE (R)	13	17	13	13
PHILIP MORRIS (REG.)	9	8	8	9
PHILIP MORRIS (KING)	2	4	-	1
PALL MALL (K)	8	6	5	9
OLD GOLD (REG.)	4	-	-	6
OLD GOLD (KING)	*	-	-	*
VICEROY (KING F)	2	4	2	1
VICEROY (REG. F)	*	-	-	*
HERBERT TAREYTON (K)	2	-	-	2
HERBERT TAREYTON (F)	*	2	-	-
WINSTON (F)	1	-	2	1
KOOL (REG.)	1	-	-	1
PARLIAMENT (KING F)	1	2	2	-
RALEIGH (REG.)	*	-	-	*
RALEIGH (KING)	*	-	-	*
CAVALIER (K)	*	-	-	*
MARLBORO (F)	*	-	2	-
OTHER NON-FILTER TIP	1	-	-	1
NO REGULAR BRAND	16	23	13	16
DON'T KNOW OR NO ANSWER	*	-	-	1
STILL SMOKING SAME BRAND	4	10	10	2

\*Less than .5 per cent.

\*\*Percentages based on less than 100 cases are often unreliable.

1001752038

X4c. Why did you switch to (present brand) from (previous brand) ?

Asked of non-filter tip cigarette smokers who switched to their present brand less than 1 year ago--9% of non-filter tip cigarette smokers

	Total asked this question	Analyzed by respondents who are:	
		Male	Female
Number of respondents	317 (100%)	170 (100%)	147 (100%)
	%	%	%
LIKED NEW BRAND	35	39	31
Present brand is milder	16	15	18
Liked the taste better	15	16	12
Present brand doesn't make me cough, irritate throat	3	4	2
Liked the package, color of package	3	2	3
Other (liked new brand)	10	11	8
DISSATISFIED WITH OLD BRAND	30	32	28
Old brand made me cough, irritated throat	18	22	14
Didn't like taste	3	3	4
Other (dissatisfied with old brand)	11	9	14
JUST FOR A CHANGE; LIKE VARIETY	15	18	12
SPOUSE SMOKES THEM; AROUND THE HOUSE	7	4	11
FRIENDS SMOKED THEM; GIVEN ONE AND I LIKED THEM	7	6	7
FINANCES, COUPONS	5	6	3
WANTED KING SIZE	3	2	3
COULDN'T GET OLD BRAND	2	2	1
HAD A BAD THROAT, COLD	1	2	1
BECAUSE OF ADVERTISING	1	2	1
ALL OTHER	4	4	4
DON'T KNOW	4	3	6
NO ANSWER	9	5	12

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001252039

X4c. Why did you switch to (present)Asked of non-filter tip cigarette  
brand less than 1 year ago--9% of

	Total asked this question	Analyzed by	
		Philip Morris (R & K)	Camel (R)
Number of respondents	317 (100%)	32** (100%)	37** (100%)
	%	%	%
LIKED NEW BRAND	35	50	35
Present brand is milder	16	25	11
Liked the taste better	15	22	24
Present brand doesn't make me cough, irritate throat	3	-	5
Liked the package, color of package	3	13	-
Other (liked new brand)	10	6	5
DISSATISFIED WITH OLD BRAND	30	25	27
Old brand made me cough, irritated throat	18	16	8
Didn't like taste	3	-	5
Other (dissatisfied with old brand)	11	9	14
JUST FOR A CHANGE; LIKE VARIETY	15	19	22
SPOUSE SMOKES THEM; AROUND THE HOUSE	7	9	5
FRIENDS SMOKED THEM; GIVEN ONE AND I LIKED THEM	7	19	-
FINANCES, COUPONS	5	-	3
WANTED KING SIZE	3	-	-
COULDN'T GET OLD BRAND	2	-	-
HAD A BAD THROAT, COLD	1	-	-
BECAUSE OF ADVERTISING	1	13	-
ALL OTHER	4	6	-
DON'T KNOW	4	-	8
NO ANSWER	9	9	11

1001252010

\*\*Percentages based on less than  
Note: Group totals add to more than 100%, and sub-totals may add to

brand) from (previous brand)?

smokers who switched to their present non-filter tip cigarette smokers

Question 2: respondents whose present (regular non-filter tip) brand is:

Chester-field (R & K)	Lucky Strike (R)	Old Gold (R & K)	Pall Mall (K)	Other regular size	Other king size	No regular brand or don't know
45** (100%)	50** (100%)	14** (100%)	65** (100%)	25** (100%)	36** (100%)	13** (100%)
%	%	%	%	%	%	%
40 24	30 4	29 14	45 28	20 8	33 11	-
11	26	15	12	-	6	-
-	-	-	2	12	8	-
-	4	-	2	-	3	-
18	6	-	15	8	11	-
27 20	38 14	50 29	32 20	36 32	19 17	15 15
2	12	7	2	-	-	-
13	18	14	11	8	6	-
11	14	29	8	8	6	69
9	6	14	8	4	6	8
2	4	-	11	4	11	8
-	-	-	-	20	25	-
9	-	-	6	-	3	-
2	4	7	-	4	-	-
2	2	-	-	4	3	-
-	-	-	-	-	-	-
7	4	-	3	16	-	-
-	6	-	5	4	11	-
9	12	-	8	4	6	15

100 cases are often unreliable.

more than group totals because some respondents gave more than one answer.

100152041

X4c. Why did you switch to (present)Asked of non-filter tip cigarette  
brand less than 1 year ago--9% of

	<u>Total asked this question</u>	Analyzed by before their	
		<u>Philip Morris (R &amp; K)</u>	<u>Camels (R)</u>
Number of respondents	317 (100%)	34** (100%)	46** (100%)
	%	%	%
LIKED NEW BRAND			
Present brand is milder	35 16	35 26	33 20
Liked the taste better	15	6	13
Present brand doesn't make me cough, irritate throat	3	6	2
Liked the package, color of package	3	3	2
Other (liked new brand)	10	6	7
DISSATISFIED WITH OLD BRAND			
Old brand made me cough, irritated throat	30 18	38 17	52 39
Didn't like taste	3	9	4
Other (dissatisfied with old brand)	11	12	17
JUST FOR A CHANGE; LIKE VARIETY	15	6	17
SPOUSE SMOKES THEM; AROUND THE HOUSE	7	12	9
FRIENDS SMOKED THEM; GIVEN ONE AND I LIKED THEM	7	6	-
FINANCES, COUPONS	5	6	-
WANTED KING SIZE	3	9	-
COULDN'T GET OLD BRAND	2	-	2
HAD A BAD THROAT, COLD	1	3	2
BECAUSE OF ADVERTISING	1	-	-
ALL OTHER	4	9	4
DON'T KNOW	4	3	2
NO ANSWER	9	-	-

\*\*Percentages based on less than  
Note: Group totals add to more than 100%, and sub-totals may add to more

1001252042

brand) from (previous brand)?

smokers who switched to their present  
non-filter tip cigarette smokers

Question X4b: respondents who:

present (regular non-filter tip) brand, used to smoke most often:

Chester-fields (R & K)	Lucky Strike (R)	Other regular size	Other king size	Other filter tip	No regular brand or don't know
71** (100%)	44** (100%)	19** (100%)	35** (100%)	13** (100%)	55** (100%)
%	%	%	%	%	%
41 11 23	50 25 16	47 37 16	37 9 20	31 8 15	15 5 5
- 4 15	9 2 9	- 5 -	6 - 17	- 8 8	- - 7
27 16 3 8	36 23 - 13	26 5 11 16	29 23 - 14	46 15 15 23	4 2 - 2
21	11	11	14	38	11
8	7	16	3	-	4
10	7	21	3	-	9
10	2	5	9	8	-
4	7	-	-	-	-
3	-	5	3	-	-
-	2	-	-	-	2
3	5	-	-	-	-
3	-	-	9	-	5
1	5	5	6	-	11
-	2	-	-	-	47

100 cases are often unreliable.

than group totals because some respondents gave more than one answer.

1001752043

X5a. Here is a list of popular brands of cigarettes. (Card shown respondent)  
As far as you know, has the blend of tobaccos in any of these brands  
been changed in the last 6 or 8 months? (If "yes") Which ones?

Asked of cigarette smokers whose  
present regular brand is non-filter  
tip--69% of cigarette smokers

Number of respondents	Total non- filter-tip cigarette smokers	Analyzed by respondents who are:									
		Male and whose ages are:					Female and whose ages are:				
		Total	18-24	25-34	35-49	50 and over	Total	18-24	25-34	35-49	50 and over
	3433 (100%)	2174 (100%)	371 (100%)	574 (100%)	653 (100%)	570 (100%)	1256 (100%)	262 (100%)	367 (100%)	383 (100%)	240 (100%)
YES, SOME HAVE BEEN CHANGED		%	%	%	%	%	%	%	%	%	%
Philip Morris	9	9	11	9	9	9	8	11	9	7	7
Chesterfield	3	3	4	3	2	2	2	2	3	2	2
Camels	1	2	2	1	2	2	1	*	1	1	1
Lucky Strike	1	1	1	1	2	1	1	-	1	1	1
Cavalier	1	1	1	1	1	1	1	1	2	1	-
Raleigh	1	1	1	1	1	1	*	-	1	*	-
NO, NONE HAVE CHANGED	30	31	31	33	31	31	27	30	30	26	24
DON'T KNOW OR NO ANSWER	56	54	51	53	55	56	60	56	56	63	67

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because  
some respondents gave more than one answer.

100125204

X5a. Here is a list of popular brands of cigarettes. (Card shown respondent) As far as you know, has the blend of tobaccos in any of these brands been changed in the last 6 or 8 months? (If "yes") Which ones?

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers.

Number of respondents	Analyzed by respondents who live in:														
	Total non-filter-tip cigarette smokers	New England		Middle Atlantic		North Central		North Atlantic		South Central		South Mountain		Pacific	
		East	West	East	West	East	West	South	Central	South	Central	Mountain	Pacific		
3433 (100%)	253 (100%)	967 (100%)	755 (100%)	204 (100%)	434 (100%)	155 (100%)	233 (100%)	79** (100%)	353 (100%)						
YES, SOME HAVE BEEN CHANGED	14	19	15	11	13	15	15	15	4	10					
Philip Morris	9	10	10	8	9	11	11	8	1	7					
Chesterfield	3	5	3	2	3	1	1	3	4	3					
Camels	1	3	1	1	1	2	4	2	-	1					
Lucky Strike	1	3	1	*	1	2	1	3	-	1					
Cavalier	1	2	1	1	-	1	1	2	-	1					
Raleigh	1	2	1	*	*	1	-	*	-	*					
NO, NONE HAVE CHANGED	30	29	25	31	34	28	34	33	32	37					
DON'T KNOW OR NO ANSWER	56	52	60	58	53	57	51	52	64	53					

\*Less than .5 per cent.

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752045

X5a. Here is a list of popular brands of cigarettes. (Card shown respondent)  
 As far as you know, has the blend of tobaccos in any of these brands  
 been changed in the last 6 or 8 months? (If "yes") Which ones?

Asked of cigarette smokers whose  
 present regular brand is non-filter  
 tip--69% of cigarette smokers

Total non-filter tip cigarette smokers	Analyzed by respondents who live in places with a population of:				
	Over 1,000,000	250,000 to 1,000,000	100,000 to 250,000	25,000 to 100,000	2,500 to 25,000
	%	%	%	%	%
Number of respondents	3433 (100%)	682 (100%)	702 (100%)	430 (100%)	693 (100%)
YES, SOME HAVE BEEN CHANGED	<u>14</u>	<u>15</u>	<u>15</u>	<u>12</u>	<u>13</u>
Philip Morris	9	11	10	7	7
Chesterfield	3	3	3	2	3
Camels	1	1	2	2	1
Lucky Strike	1	1	2	2	1
Cavalier	1	1	1	1	1
Raleigh	1	1	1	1	*
NO, NONE HAVE CHANGED	<u>30</u>	<u>29</u>	<u>31</u>	<u>28</u>	<u>30</u>
DON'T KNOW OR NO ANSWER	<u>56</u>	<u>56</u>	<u>54</u>	<u>60</u>	<u>57</u>

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252046

X5a. Here is a list of popular brands of cigarettes. (Card shown respondent)  
As far as you know, has the blend of tobaccos in any of these brands  
been changed in the last 6 or 8 months? (If "yes") Which ones?

Asked of cigarette smokers whose  
present regular brand is non-filter  
tip--69% of cigarette smokers

Analyzed by respondents who live in  
Philip Morris sales region:

Total non-filter tip cigarette smokers	#1 North-east	#2 Central Atlantic	#3 South-east	#4 East North Central	#5 West North Central	#6 West South Central	#7 Mountain and Pacific
Number of respondents	3433 (100%)	902 (100%)	494 (100%)	354 (100%)	689 (100%)	309 (100%)	253 (100%)
YES, SOME HAVE BEEN CHANGED	<u>14</u>	<u>17</u>	<u>14</u>	<u>15</u>	<u>12</u>	<u>14</u>	<u>15</u>
Philip Morris	9	11	10	10	8	10	8
Chesterfield	3	4	3	1	2	3	2
Camels	1	2	1	2	1	1	3
Lucky Strike	1	1	1	2	*	1	2
Cavalier	1	1	1	1	1	*	2
Raleigh	1	1	1	*	*	1	*
NO, NONE HAVE CHANGED	<u>30</u>	<u>27</u>	<u>24</u>	<u>30</u>	<u>31</u>	<u>29</u>	<u>36</u>
DON'T KNOW OR NO ANSWER	<u>56</u>	<u>56</u>	<u>62</u>	<u>55</u>	<u>57</u>	<u>57</u>	<u>49</u>

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252042

X5a. Here is a list of popular brands of cigarettes. (Card shown respondent) As far as you know, has the blend of tobaccos in any of these brands been changed in the last 6 or 8 months? (If "yes") Which ones?

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers.

Total non-filter tip cigarette smokers	Analyzed by Question 2: respondents whose present (regular non-filter tip) brand is:							
	Philip Morris (R & K)	Camel (R)	Cavalier (K)	Chesterfield (R & K)	Lucky Strike (R)	Raleigh (R & K)	Other non-filter	
	Number of respondents (100%)	3433 (100%)	260 (100%)	716 (100%)	18** (100%)	576 (100%)	641 (100%)	101 (100%)
YES, SOME HAVE BEEN CHANGED	%	%	%	%	%	%	%	%
Philip Morris	9	24	6	6	9	8	8	8
Chesterfield	3	2	2	-	4	2	2	3
Camels	1	1	3	-	1	2	-	1
Lucky Strike	1	*	1	-	2	1	2	1
Cavalier	1	1	1	5	1	1	2	1
Raleigh	1	2	1	-	*	1	4	*
NO, NONE HAVE CHANGED	<u>30</u>	<u>29</u>	<u>33</u>	<u>17</u>	<u>31</u>	<u>33</u>	<u>29</u>	<u>26</u>
DON'T KNOW OR NO ANSWER	<u>56</u>	<u>43</u>	<u>56</u>	<u>72</u>	<u>55</u>	<u>54</u>	<u>55</u>	<u>62</u>

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252048

X5a. Here is a list of popular brands of cigarettes. (Card shown respondent)  
As far as you know, has the blend of tobaccos in any of these brands  
been changed in the last 6 or 8 months? (If "yes") Which ones?

Asked of cigarette smokers whose  
present regular brand is non-filter  
tip--69% of cigarette smokers.

Analyzed by Questions 4a,b: respondents who:

Total non-filter tip cigarette smokers	Within the past year:			Smoke present brand	Don't know present brand	(how long smoking)
	Total	Switched from Philip Morris	Switched from another brand	Still smoke present brand	over a year	
Number of respondents	3433 (100%)	332 (100%)	34** (100%)	284 (100%)	14** (100%)	2946 (100%)
	%	%	%	%	%	%
YES, SOME HAVE BEEN CHANGED	<u>14</u>	<u>18</u>	<u>29</u>	<u>16</u>	<u>14</u>	<u>13</u>
Philip Morris	9	13	29	11	14	9
Chesterfield	3	4	3	4	-	3
Camels	1	1	3	1	-	2
Lucky Strike	1	1	3	*	-	1
Cavalier	1	1	-	1	-	1
Raleigh	1	-	-	-	-	1
NO, NONE HAVE CHANGED	<u>30</u>	<u>27</u>	<u>21</u>	<u>27</u>	<u>43</u>	<u>31</u>
DON'T KNOW OR NO ANSWER	<u>56</u>	<u>55</u>	<u>50</u>	<u>57</u>	<u>43</u>	<u>56</u>

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252049

X5b. Do you like the new blend better, about the same, or not as well as the old blend, or haven't you tried it?

Asked of cigarette smokers whose present regular brand is non-filter tip and who know that the blend of tobacco in some brands have been changed in the last 6 or 8 months:

Analyzed by Question X5a: respondents who said that the blend of tobaccos have been changed in:

	<u>Philip Morris</u>	<u>Chester-field</u>	<u>Camels</u>	<u>Lucky Strike</u>	<u>Cavalier</u>	<u>Raleigh</u>
Number of respondents	312 (100%)	90** (100%)	51** (100%)	40** (100%)	34** (100%)	22** (100%)
<u>Like new blend:</u>	%	%	%	%	%	%
BETTER	33	28	31	25	32	32
ABOUT THE SAME	14	10	10	12	12	9
NOT AS WELL	11	34	31	28	18	23
HAVEN'T TRIED	26	17	20	20	29	23
DON'T KNOW OR NO ANSWER	16	11	8	15	9	13

\*\*Percentages based on less than 100 cases are often unreliable.

1001752050

X6a. As far as you have seen, has the package design of any of these brands been changed in the last 6 or 8 months?  
 (If "yes") Which ones? (Card shown respondent)

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

Number of respondents	Total non-filter tip cigarette smokers	Analyzed by respondents who are:									
		Male and whose ages are:					Female and whose ages are:				
		Total	18-24	25-34	35-49	50 and over	Total	18-24	25-34	35-49	50 and over
3433 (100%)	3433 (100%)	2174 (100%)	371 (100%)	574 (100%)	653 (100%)	570 (100%)	1256 (100%)	262 (100%)	367 (100%)	383 (100%)	240 (100%)
YES, SOME HAVE BEEN CHANGED	%	%	%	%	%	%	%	%	%	%	%
Philip Morris	63	64	80	71	61	48	63	69	66	61	54
Cavalier	3	3	4	3	3	2	2	3	3	1	3
Chesterfield	2	2	2	2	3	2	1	1	2	1	2
Lucky Strike	2	2	1	1	3	1	2	1	2	2	3
Camels	2	2	2	2	2	1	1	1	2	1	*
Raleigh	1	1	2	1	1	1	1	1	2	1	1
NO, NONE HAVE CHANGED	12	12	8	9	13	17	11	12	11	13	8
DON'T KNOW OR NO ANSWER	25	24	12	20	26	35	26	19	23	26	38

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252051

X6a. As far as you have seen, has the package design of any of these brands been changed in the last 6 or 8 months?  
 (If "yes") Which ones? (Card shown respondent)

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

Number of respondents	Total non-filter-tip cigarette smokers	Analyzed by respondents who live in:									
		New England		Middle Atlantic		North Central		North Atlantic		South Central	
											Mountain Pacific
YES, SOME HAVE BEEN CHANGED	3433 (100%)	253 (100%)	967 (100%)	755 (100%)	204 (100%)	434 (100%)	155 (100%)	233 (100%)	79** (100%)	353 (100%)	
Philip Morris	63	69	68	59	65	59	64	57	54	63	
Cavalier	60	65	65	57	62	56	62	52	52	59	
Chesterfield	3	3	2	3	2	2	5	5	1	2	
Lucky Strike	2	4	2	1	1	2	-	2	-	3	
Camels	2	2	3	1	1	1	2	3	5	1	
Raleigh	1	2	1	1	-	*	2	1	-	2	
NO, NONE HAVE CHANGED	12	15	7	14	10	11	11	22	11	15	
DON'T KNOW OR NO ANSWER	25	16	25	27	25	30	25	21	35	22	

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252052

X6a. As far as you have seen, has the package design of any of these brands been changed in the last 6 or 8 months? (If "yes") Which ones? (Card shown respondent)

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

Total non-filter tip cigarette smokers	Analyzed by respondents who live in places with a population of:				
	Over 1,000,000	to 1,000,000	to 250,000	to 100,000	to 25,000
	1,000,000	1,000,000	250,000	100,000	25,000
Number of respondents	3433 (100%)	682 (100%)	702 (100%)	430 (100%)	693 (100%)
	%	%	%	%	%
YES, SOME HAVE BEEN CHANGED	<u>63</u>	<u>70</u>	<u>65</u>	<u>57</u>	<u>63</u>
Philip Morris	60	69	61	54	60
Cavalier	3	2	2	4	2
Chesterfield	2	2	2	3	2
Lucky Strike	2	2	2	2	1
Camels	2	1	2	2	2
Raleigh	1	1	2	*	1
NO, NONE HAVE CHANGED	<u>12</u>	<u>8</u>	<u>12</u>	<u>17</u>	<u>11</u>
DON'T KNOW OR NO ANSWER	<u>25</u>	<u>22</u>	<u>23</u>	<u>26</u>	<u>28</u>

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752053

X6a. As far as you have seen, has the package design of any of these brands been changed in the last 6 or 8 months?  
 (If "yes") Which ones? (Card shown respondent)

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

Analyzed by respondents who live in Philip Morris sales region:

Total non-filter-tip cigarette smokers	#1 Northeast		#2 Central Atlantic		#3 Southeast		#4 East North	#5 West North	#6 West South	#7 Mountain and Pacific						
	%	(100%)	%	(100%)	%	(100%)	%	(100%)	%	(100%)						
Number of respondents	3433		902	(100%)	494	(100%)	354	(100%)	689	(100%)	309	(100%)	253	(100%)	432	(100%)
YES, SOME HAVE BEEN CHANGED	<u>63</u>		<u>70</u>		<u>60</u>		<u>61</u>		<u>60</u>		<u>64</u>		<u>55</u>		<u>60</u>	
Philip Morris	60		67		59		59		57		61		50		58	
Cavalier	3		3		1		2		3		2		6		2	
Chesterfield	2		3		1		2		1		1		2		2	
Lucky Strike	2		3		2		1		1		1		2		1	
Camels	2		2		*		1		1		2		2		3	
Raleigh	1		1		1		1		1		*		1		2	
NO, NONE HAVE CHANGED	<u>12</u>		<u>8</u>		<u>12</u>		<u>9</u>		<u>14</u>		<u>8</u>		<u>23</u>		<u>15</u>	
DON'T KNOW OR NO ANSWER	<u>25</u>		<u>22</u>		<u>28</u>		<u>30</u>		<u>26</u>		<u>28</u>		<u>22</u>		<u>25</u>	

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

10012752054

X6a. As far as you have seen, has the package design of any of these brands been changed in the last 6 or 8 months?  
 (If "yes") Which ones? (Card shown respondent)

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

Total non-filter-tip cigarette smokers	Analyzed by Question 2: respondents whose present (regular non-filter tip) brand is:							
	Philip Morris (R & K)	Camel (R)	Cavalier (K)	Chesterfield (R & K)	Lucky Strike (R)	Raleigh (R & K)	Other non-filter	
Number of respondents 3433 (100%)	260 (100%)	716 (100%)	18** (100%)	576 (100%)	641 (100%)	101 (100%)	1121 (100%)	
YES, SOME HAVE BEEN CHANGED	%	%	%	%	%	%	%	%
Philip Morris	63	94	58	77	63	64	63	59
Cavalier	60	94	53	67	60	61	62	56
Chesterfield	3	1	3	39	3	2	4	3
Lucky Strike	2	1	2	-	2	1	2	2
Camels	2	-	5	-	*	*	-	1
Raleigh	1	-	1	6	1	1	1	1
NO, NONE HAVE CHANGED	12	2	16	6	11	13	15	11
DON'T KNOW OR NO ANSWER	25	4	26	17	26	23	22	30

\*Less than .5 per cent.

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252055

X6a. As far as you have seen, has the package design of any of these brands been changed in the last 6 or 8 months?  
 (If "yes") Which ones? (Card shown respondent)

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

Total non-filter tip cigarette smokers	Analyzed by Questions 4a,b: respondents who:						
	Within the past year:			Smoke	Don't know		
	Switched from Philip Morris	Switched from another brand	Still smoke present brand	present brand over a year	brand smoking present brand)		
Number of respondents	3433 (100%)	332 (100%)	34** (100%)	284 (100%)	14** (100%)	2946 (100%)	111 (100%)
	%	%	%	%	%	%	%
YES, SOME HAVE BEEN CHANGED	<u>63</u>	<u>65</u>	<u>85</u>	<u>63</u>	<u>64</u>	<u>64</u>	<u>52</u>
Philip Morris	60	63	82	61	64	60	51
Cavalier	3	2	3	2	-	3	-
Chesterfield	2	2	-	2	-	2	1
Lucky Strike	2	2	3	1	-	2	-
Camels	2	1	3	1	-	2	-
Raleigh	1	1	-	1	-	1	-
NO, NONE HAVE CHANGED	<u>12</u>	<u>10</u>	-	<u>11</u>	<u>14</u>	<u>12</u>	<u>8</u>
DON'T KNOW OR NO ANSWER	<u>25</u>	<u>25</u>	<u>15</u>	<u>26</u>	<u>22</u>	<u>24</u>	<u>40</u>

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252056

X6b. Would you say you like the new package design better than the old package design, about the same as the old package design, or not as well as the old package design?

Asked of cigarette smokers whose present regular brand is non-filter tip and who have seen the new package design of some brands.

Analyzed by Question X6a: respondents who in the last 6 or 8 months have seen the new package design of:

	<u>Philip Morris</u>	<u>Cavalier</u>	<u>Chester-field</u>	<u>Lucky Strike</u>	<u>Camels</u>	<u>Raleigh</u>
Number of respondents	2060 (100%)	91** (100%)	65** (100%)	63** (100%)	53** (100%)	34** (100%)
<u>Like new package design:</u>	%	%	%	%	%	%
BETTER	65	52	23	45	36	29
ABOUT THE SAME	15	19	37	14	53	18
NOT AS WELL	7	5	6	11	4	12
DON'T KNOW OR NO ANSWER	13	24	34	30	7	41

1001252057

\*\*Percentages based on less than 100 cases are often unreliable.

X7a. Have you tried any brand in the last 6 or 8 months that you don't usually smoke? Any others?

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

	Total non-filter-tip cigarette smokers
Number of respondents	3433 (100%)
	%
WINSTON (F)	11
PHILIP MORRIS (REG.)	7
PHILIP MORRIS (KING)	4
L & M (F)	7
CHESTERFIELD (REG.)	5
CHESTERFIELD (KING)	2
VICEROY (KING F)	5
VICEROY (REG. F)	2
MARLBORO (F)	6
PALL MALL (K)	6
LUCKY STRIKE (R)	5
CAMEL (R)	5
OLD GOLD (REG.)	2
OLD GOLD (F)	2
OLD GOLD (KING)	1
CAVALIER (K)	3
HERBERT TAREYTON (F)	2
HERBERT TAREYTON (K)	1
KOOL (REG.)	2
KOOL (KING)	1
RALEIGH (KING)	1
RALEIGH (REG.)	1

1001252058

(Continued)

(Continued)

X7a. Have you tried any brand in the last 6 or 8 months  
that you don't usually smoke? Any others?

Asked of cigarette smokers whose  
present regular brand is non-filter  
tip--69% of cigarette smokers

	<u>Total non-filter-tip cigarette smokers</u>
Number of respondents	3433 (100%)
	%
KENT (KING F)	1
KENT (REG. F)	1
PARLIAMENT (KING F)	1
PARLIAMENT (REG. F)	*
DUNHILL (K)	*
SANO (K)	*
SANO (F)	*
ENCORE (F)	*
VOGUE (F)	*
REGENT (K)	*
REGENT (F)	*
SPUD (R)	*
DU MAURIER (F)	*
OTHER FILTER TIP	*
FILTER BUT NO REGULAR BRAND	1
OTHER NON-FILTER TIP	1
NO REGULAR BRAND	8
NONE, DON'T KNOW OR NO ANSWER	37

\*Less than .5 per cent.

Note: Percentages add to more than 100% because some  
respondents gave more than one answer.

1001252059

X7a. Have you tried any brand in the last 6 or 8 months that you don't usually smoke? Any others?

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

Total non-filter-tip cigarette smokers	Analyzed by respondents who are:										
	Male and whose ages are:					Female and whose ages are:					
	Total	18-24	25-34	35-49	50 and over	Total	18-24	25-34	35-49	50 and over	
Number of respondents (100%)	3433	2174 (100%)	371 (100%)	574 (100%)	653 (100%)	570 (100%)	1256 (100%)	262 (100%)	367 (100%)	383 (100%)	240 (100%)
<u>Have tried:</u>	%	%	%	%	%	%	%	%	%	%	
PHILIP MORRIS ONLY	4	4	3	3	4	4	4	3	4	4	2
PHILIP MORRIS AND ANOTHER NON-FILTER TIP BRAND	3	4	5	3	4	4	2	3	2	2	2
PHILIP MORRIS AND A FILTER-TIP BRAND	2	2	2	3	2	2	2	2	2	2	2
PHILIP MORRIS AND ALSO A FILTER AND A NON-FILTER-TIP BRAND	2	2	2	2	2	1	1	2	1	*	2
ONLY A NON-FILTER TIP BRAND OTHER THAN PHILIP MORRIS	17	17	21	18	17	16	17	19	15	17	17
ONLY A FILTER-TIP BRAND	21	17	19	21	17	13	27	27	28	27	27
A NON-FILTER TIP BRAND OTHER THAN PHILIP MORRIS AND A FILTER-TIP BRAND	6	7	8	9	5	6	5	6	5	4	4
NO REGULAR BRAND	8	9	7	8	10	9	8	8	8	8	9
NONE, DON'T KNOW OR NO ANSWER	37	38	33	33	39	45	34	30	35	36	35

\*Less than .5 per cent

1001752060

X7a. Have you tried any brand in the last 6 or 8 months  
that you don't usually smoke? Any others?

Asked of cigarette smokers whose  
present regular brand is non-filter  
tip--69% of cigarette smokers

Analyzed by respondents who live in  
Philip Morris sales region:

	Total non-filter-tip cigarette smokers	#1 North-east	#2 Central Atlantic	#3 South-east	#4 North Central	East	West North	West South	#6 Central	#7 Mountain Pacific
Number of respondents	3433 (100%)	902 (100%)	494 (100%)	354 (100%)	689 (100%)	309 (100%)	253 (100%)	432 (100%)		
Have tried:		%	%	%	%	%	%	%	%	%
PHILIP MORRIS ONLY	4	3	4	4	3	5	4		2	
PHILIP MORRIS AND ANOTHER NON-FILTER TIP BRAND	3	3	2	3	4	3	4		4	4
PHILIP MORRIS AND A FILTER-TIP BRAND	2	2	2	2	2	5	1		*	
PHILIP MORRIS AND ALSO A FILTER AND A NON-FILTER BRAND	2	3	*	1	1	1	3		2	
ONLY A NON-FILTER TIP BRAND OTHER THAN PHILIP MORRIS	17	18	17	11	18	13	20		21	
ONLY A FILTER-TIP BRAND	21	24	18	20	18	24	21		21	
A NON-FILTER TIP BRAND OTHER THAN PHILIP MORRIS AND A FILTER-TIP BRAND	6	7	4	4	7	7	9		4	
NO REGULAR BRAND	8	8	10	14	12	7	3		4	
NONE, DON'T KNOW OR NO ANSWER	37	32	43	41	35	35	35		42	

\*Less than .5 per cent

1001752061

X7a. Have you tried any brand in the last 6 or 8

Asked of cigarette smokers whose  
non-filter tip--6% of

	Total non-filter-tip cigarette smokers	Analyzed by Question 2:		
		Philip Morris (R & K)	Camel (R)	Chesterfield (R & K)
Number of respondents	3433 (100%)	260 (100%)	716 (100%)	576 (100%)
Have tried:	%	%	%	%
PHILIP MORRIS ONLY	4	-	5	4
PHILIP MORRIS AND ANOTHER NON-FILTER TIP BRAND	3	-	3	5
PHILIP MORRIS AND A FILTER-TIP BRAND	2	-	1	2
PHILIP MORRIS AND ALSO A FILTER AND A NON-FILTER-TIP BRAND	2	-	1	1
ONLY A NON-FILTER TIP BRAND OTHER THAN PHILIP MORRIS	17	17	17	15
ONLY A FILTER TIP BRAND	21	23	19	24
A NON-FILTER TIP BRAND OTHER THAN PHILIP MORRIS AND A FILTER-TIP BRAND	6	7	7	5
NO REGULAR BRAND	8	10	9	9
NONE, DON'T KNOW OR NO ANSWER	37	43	38	35

1001752062

\*Less than  
\*\*Percentages based on less than

months that you don't usually smoke? Any others?

present regular brand is  
cigarette smokers

respondents whose present (regular non-filter tip) brand is:

Lucky Strike (R)	Old Gold (R & K)	Pall Mall (K)	Herbert Tareyton (K)	Other regular size	Other king size	No regular brand or don't know
641 (100%)	184 (100%)	631 (100%)	81** (100%)	128 (100%)	158 (100%)	58** (100%)
%	%	%	%	%	%	%
4	3	4	1	5	3	-
4	4	2	3	4	2	7
3	4	2	3	5	1	9
3	*	2	2	2	1	9
18	14	19	12	13	24	10
20	20	23	28	17	19	7
7	5	7	5	3	6	2
8	8	8	10	6	6	15
33	42	33	36	45	38	41

.5 per cent  
100 cases are often unreliable.

1001252063

X7b. We're interested in why people try different brands and how they feel about them. For example, why did you try Philip Morris?

Asked of non-filter tip cigarette smokers who have tried Philip Morris in the last 6 or 8 months but do not smoke them as a regular brand--11% of non-filter tip cigarette smokers

	<u>Total asked this question</u>
Number of respondents	367 (100%)
	%
OFFERED, RECOMMENDED BY FRIENDS	24
JUST FOR A CHANGE	23
NEW PACKAGE	13
REGULAR CIGARETTES UNAVAILABLE, TOOK PHILIP MORRIS	11
MEMBER OF FAMILY SMOKES THEM	6
ADVERTISING	6
NEW BLEND	3
TO FIND A BETTER TASTING CIGARETTE	2
USED TO SMOKE THEM; SMOKE OFF AND ON	2
ALL OTHER	9
DON'T KNOW OR NO ANSWER	5

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001252064

X7c. Do you happen to remember about how long ago that was?

Asked of non-filter tip cigarette smokers who have tried Philip Morris in the last 6 or 8 months but do not smoke them as a regular brand--11% of non-filter tip cigarette smokers

	<u>Total asked this question</u>
Number of respondents	367 (100%)
	%
1 WEEK OR LESS	11
OVER 1 WEEK - LESS THAN A MONTH	14
1 MONTH - LESS THAN 2 MONTHS	18
2 MONTHS - LESS THAN 3 MONTHS	13
3 MONTHS - LESS THAN 6 MONTHS	22
6 MONTHS OR OVER	11
WHEN NEW PACK CAME OUT	1
ALL OTHER	1
DON'T KNOW	5
NO ANSWER	4

1001752065

X7d. Why didn't you continue to smoke Philip Morris as a regular brand?

Asked of non-filter tip cigarette smokers who have tried Philip Morris in the last 6 or 8 months but do not smoke them as a regular brand--11% of non-filter tip cigarette smokers

	<u>Total asked this question</u>
Number of respondents	367 (100%)
	%
JUST PREFER OWN BRAND; DON'T LIKE PHILIP MORRIS	<u>31</u>
DISLIKE TASTE	<u>21</u>
Didn't like the taste, blend; own brand has better taste, flavor	<u>17</u>
Philip Morris has medicated, sweet, sickening taste	<u>2</u>
Other (dislike taste)	<u>2</u>
TOO STRONG; OWN BRAND MILD, NOT AS STRONG	<u>13</u>
JUST LIKE TO CHANGE AROUND	<u>10</u>
TOO MILD	<u>7</u>
CAUSES COUGH, THROAT IRRITATION	<u>5</u>
DOESN'T SATISFY AS WELL AS OWN BRAND	<u>4</u>
BAD AFTERTASTE	<u>2</u>
SMOKE NO REGULAR BRAND	<u>2</u>
ALL OTHER	<u>10</u>
DON'T KNOW	<u>3</u>
NO ANSWER	<u>4</u>

Note: Percentages add to more than 100% because some respondents gave more than one answer.

100125206

X7e. How long did you smoke Philip Morris altogether?

Asked of non-filter tip cigarette smokers who have tried Philip Morris in the last 6 or 8 months but do not smoke them as a regular brand--11% of non-filter tip cigarette smokers

	<u>Total asked this question</u>
Number of respondents	367 (100%)
	%
JUST ONCE	27
2 - 3 DAYS	32
4 DAYS - 1 WEEK	15
OVER 1 WEEK - 2 WEEKS	7
OVER 2 WEEKS - LESS THAN MONTH	5
MONTH OR MORE	7
DON'T KNOW	3
NO ANSWER	4

1001252067

X8a. Have you noticed any cigarette advertising recently that you particularly liked? (If "yes") For what brand?

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

Number of respondents	Total non-filter-tip cigarette smokers	Analyzed by respondents who are:									
		Male and whose ages are:					Female and whose ages are:				
		Total	18-24	25-34	35-49	50 and over	Total	18-24	25-34	35-49	50 and over
	3433 (100%)	2174 (100%)	371 (100%)	574 (100%)	653 (100%)	570 (100%)	1256 (100%)	262 (100%)	367 (100%)	383 (100%)	240 (100%)
YES, NOTICED ADVERTISING PARTICULARLY LIKED	42	40	49	39	37	35	45	52	50	43	38
Lucky Strike	12	11	12	13	11	8	14	16	14	14	10
Winston	7	6	8	5	6	7	7	6	8	7	6
Chesterfield	6	5	6	5	5	6	7	8	7	6	8
Philip Morris	5	5	6	6	4	4	5	6	7	4	3
Camel	5	5	4	4	5	8	4	2	4	4	5
L & M	5	4	4	5	4	3	6	8	8	4	3
Pall Mall	5	4	8	3	3	4	5	8	5	3	4
Old Gold	4	4	5	3	3	4	5	5	4	5	5
Marlboro	3	2	5	2	2	2	3	4	3	3	2
Viceroy	1	1	2	1	2	1	2	1	2	2	1
Kent	1	1	1	1	1	1	1	2	2	1	1
Parliaments	1	1	1	1	1	1	1	2	2	1	*
Herbert Tareyton	1	1	1	1	1	1	1	2	1	*	1
Other	2	2	1	1	2	2	2	3	3	2	1
NO, HAVEN'T SEEN ANY	43	46	38	48	47	48	40	35	39	42	42
DON'T KNOW	12	12	11	11	12	15	12	10	8	14	15
NO ANSWER	3	2	2	2	4	2	3	3	3	1	5

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752068

X8a. Have you noticed any cigarette advertising recently that you particularly liked? (If "yes") For what brand?

Asked of cigarette smokers whose present regular brand is non-filter tip - 69% of cigarette smokers

Analyzed by Question 2:  
respondents whose present (regular non-filter tip) brand is:

	Total non-filter-tip cigarette smokers	Philip Morris	Chesterfield	Lucky Strike	Old Gold	Pall Mall	Herbert Tareyton	Other regular size	Other king size	No regular brand or don't know	
Number of respondents	3433 (100%)	260 (100%)	716 (100%)	576 (100%)	641 (100%)	184 (100%)	631 (100%)	81** (100%)	128 (100%)	158 (100%)	58** (100%)
YES, NOTICED ADVERTISING PARTICULARLY LIKED		\$ 42	\$ 45	\$ 37	\$ 38	\$ 47	\$ 44	\$ 45	\$ 49	\$ 38	\$ 42
Lucky Strike		12	12	8	10	20	11	11	11	12	10
Winston		7	8	7	3	8	4	7	11	5	8
Chesterfield		6	4	3	14	4	4	5	5	5	7
Philip Morris		5	15	3	5	5	2	5	6	2	4
Camel		5	2	10	4	3	4	4	1	4	3
L & M		5	7	5	3	5	5	4	9	4	6
Pall Mall		5	3	2	4	2	1	13	5	4	3
Old Gold		4	3	4	3	3	16	3	5	4	9
Marlboro		3	2	1	4	3	2	3	2	3	4
Viceroy		1	3	1	1	1	1	2	5	2	1
Kent		1	1	1	1	2	3	1	1	1	-
Parliament		1	2	*	1	1	-	1	1	1	2
Herbert Tareyton		1	1	*	1	1	-	1	4	-	1
Other		2	1	1	2	1	2	2	-	5	5
NO, HAVEN'T SEEN ANY		43	42	49	45	40	40	42	38	44	47
DON'T KNOW		12	11	12	14	11	12	10	11	16	10
NO ANSWER		3	2	2	3	2	4	3	2	2	1

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252069

X8b. Have you noticed any cigarette advertising recently you particularly dislike? (If "yes") For what brand?

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers

Number of respondents	Total non-filter-tip cigarette smokers	Analyzed by respondents who are:									
		Male and whose ages are:					Female and whose ages are:				
		Total	18-24	25-34	35-49	50 and over	Total	18-24	25-34	35-49	50 and over
	3433 (100%)	2174 (100%)	371 (100%)	574 (100%)	653 (100%)	570 (100%)	1256 (100%)	262 (100%)	367 (100%)	383 (100%)	240 (100%)
YES, NOTICED ADVERTISING PARTICULARLY DISLIKED	16	18	24	18	15	13	16	16	19	11	16
Viceroy	4	4	5	4	4	3	3	3	2	3	4
Chesterfield	2	2	3	2	2	1	1	*	3	1	*
L & M	1	2	2	1	1	1	1	2	1	*	1
Old Gold	1	1	2	1	2	1	1	1	2	1	1
Winston	1	1	2	1	1	1	2	2	1	1	2
Lucky Strike	1	1	1	2	1	1	1	2	1	1	2
Camel	1	1	1	2	2	1	1	2	1	1	1
Pall Mall	1	1	1	2	1	1	1	1	1	1	2
Kent	1	1	1	1	1	1	1	-	2	1	2
Marlboro	1	1	1	2	1	1	1	1	2	*	*
Philip Morris	1	1	2	1	1	*	1	1	2	*	*
Herbert Tareyton	*	*	*	*	*	*	*	1	-	-	-
Parliament	*	*	*	-	*	-	-	-	-	-	-
Other	2	2	4	3	2	2	2	2	2	2	1
NO, HAVEN'T SEEN ANY	63	63	56	64	66	64	63	66	62	66	58
DON'T KNOW	16	15	16	14	13	19	16	13	13	20	19
NO ANSWER	5	4	4	4	6	4	5	5	6	3	7

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752070

X8b. Have you noticed any cigarette advertising recently you particularly dislike? (If "yes") For what brand?

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers.

Analyzed by Question 2:  
respondents whose present (regular non-filter tip) brand is:

	Total non-filter-tip cigarette smokers (R & K)	Philip Morris (R)	Chester-Camel (R & K)	Lucky Strike (R)	Old Gold (R)	Pall Mall (R & K)	Tareyton (K)	Other regular king size brand size	No size know		
Number of respondents	3433 (100%)	260 (100%)	716 (100%)	576 (100%)	641 (100%)	184 (100%)	631 (100%)	81** (100%)	128 (100%)	158 (100%)	58** (100%)
<b>YES, NOTICED ADVERTISING PARTICULARLY DISLIKED</b>											
Viceroy	16 4	16 3	16 4	16 3	17 3	16 7	17 3	21 5	8 2	18 4	13 7
Chesterfield	2	3	2	2	1	-	2	-	-	3	-
L & M	1	1	1	2	2	1	1	4	1	1	-
Old Gold	1	2	1	1	2	1	1	1	-	3	-
Winston	1	2	1	2	1	1	2	1	1	1	-
Lucky Strike	1	3	1	2	1	-	1	4	1	1	2
Camel	1	1	*	2	2	3	1	1	-	1	-
Pall Mall	1	2	1	1	1	-	1	4	1	2	-
Kent	1	2	1	2	1	1	1	2	-	1	2
Marlboro	1	2	1	1	1	1	1	-	-	1	-
Philip Morris	1	*	1	1	1	-	1	-	1	-	-
Herbert Tareyton	*	*	*	*	*	-	*	-	-	-	-
Parliament	*	*	*	*	-	-	-	-	-	1	-
Other	2	2	2	2	2	2	3	1	1	2	2
<b>NO, HAVEN'T SEEN ANY</b>											
	63	65	67	62	61	61	63	56	66	65	58
<b>DON'T KNOW</b>											
	16	14	13	16	17	18	14	21	22	16	17
<b>NO ANSWER</b>											
	5	5	4	6	5	5	6	2	4	1	12

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752071

X8c. Have you noticed any cigarette advertising recently that caused you to want to try the brand? (If "yes") For what brand?

Asked of cigarette smokers whose present regular brand is non-filter tip--6% of cigarette smokers

Number of respondents	Total non-filter-tip cigarette smokers	Analyzed by respondents who are:									
		Male and whose ages are:					Female and whose ages are:				
		Total	18-24	25-34	35-49	50 and over	Total	18-24	25-34	35-49	50 and over
3433 (100%)	2174 (100%)	371 (100%)	574 (100%)	653 (100%)	570 (100%)		1256 (100%)	262 (100%)	367 (100%)	383 (100%)	240 (100%)
YES, NOTICED ADVERTISING OF BRAND WOULD WANT TO TRY	<u>16</u>	<u>15</u>	<u>17</u>	<u>19</u>	<u>15</u>	<u>9</u>	<u>17</u>	<u>17</u>	<u>21</u>	<u>15</u>	<u>17</u>
Winston	4	4	5	4	5	3	5	4	6	5	4
L & M	2	2	3	3	2	1	3	4	3	2	3
Marlboro	2	2	3	1	2	1	2	2	3	2	2
Philip Morris	2	2	1	3	2	2	1	2	1	1	*
Viceroy	1	1	1	1	1	1	2	2	2	1	1
Old Gold	1	1	1	2	2	*	1	*	1	1	*
Lucky Strike	1	1	*	1	1	1	1	1	1	-	3
Kent	1	1	1	1	1	*	1	*	1	1	1
Chesterfield	1	1	1	1	*	*	1	1	2	1	-
Pall Mall	1	1	1	1	1	1	*	*	-	1	*
Camel	*	*	*	*	*	*	*	1	-	*	1
Parliament	*	*	-	-	*	-	1	1	1	-	1
Herbert Tareyton	*	*	1	1	*	*	*	-	-	-	*
Other	1	1	1	1	1	1	1	1	2	1	1
NO, HAVEN'T SEEN ANY	<u>66</u>	<u>67</u>	<u>66</u>	<u>66</u>	<u>66</u>	<u>70</u>	<u>66</u>	<u>68</u>	<u>66</u>	<u>69</u>	<u>57</u>
DON'T KNOW	<u>12</u>	<u>12</u>	<u>12</u>	<u>10</u>	<u>12</u>	<u>16</u>	<u>11</u>	<u>10</u>	<u>8</u>	<u>12</u>	<u>18</u>
NO ANSWER	<u>6</u>	<u>6</u>	<u>5</u>	<u>5</u>	<u>7</u>	<u>5</u>	<u>6</u>	<u>5</u>	<u>5</u>	<u>4</u>	<u>8</u>

\*Less than .5 per cent.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752072

X8c. Have you noticed any cigarette advertising recently that caused you to want to try the brand? (If "yes") For what brand?

Asked of cigarette smokers whose present regular brand is non-filter tip--69% of cigarette smokers.

Analyzed by Question 2:  
respondents whose present (regular non-filter tip) brand is:

	Total non-filter-tip cigarette smokers (R & K)	Philip Morris (R)	Chesterfield (R & K)	Lucky Strike (R)	Old Gold (R & K)	Pall Mall (K)	Herbert Tareyton (K)	Other regular size (K)	Other king or don't know (K)	No regular size (K)	Other brand (K)
Number of respondents	3433 (100%)	260 (100%)	716 (100%)	576 (100%)	641 (100%)	184 (100%)	631 (100%)	81** (100%)	128 (100%)	158 (100%)	58** (100%)
YES, NOTICED ADVERTISING OF BRAND WOULD WANT TO TRY											
Winston	16 4	18 3	14 6	16 4	17 4	11 3	19 5	20 6	9 2	18 4	18 5
L & M	2	3	1	2	3	2	3	1	-	3	2
Marlboro	2	1	1	2	3	2	2	-	1	2	-
Philip Morris	2	3	1	2	2	1	2	1	1	1	2
Viceroy	1	3	1	2	1	1	1	3	-	1	3
Old Gold	1	2	*	1	1	1	1	1	-	-	2
Lucky Strike	1	1	1	*	*	-	1	3	1	1	-
Kent	1	1	1	1	1	1	1	-	1	2	-
Chesterfield	1	2	*	1	1	*	1	3	-	-	-
Pall Mall	1	*	-	1	1	-	1	-	1	2	2
Camel	*	-	1	*	-	*	*	1	1	-	-
Parliament	*	1	*	1	*	-	*	-	1	1	-
Herbert Tareyton	*	1	*	*	*	-	*	-	-	-	-
Other	1	2	1	2	1	-	2	1	-	3	2
NO, HAVEN'T SEEN ANY	66	65	70	65	65	66	66	59	70	67	48
DON'T KNOW	12	11	12	12	12	14	9	19	16	12	20
NO ANSWER	6	6	4	7	6	9	6	2	5	3	14

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252023

X9. If Philip Morris came out with a filter-tip Philip Morris in addition

Asked of cigarette smokers whose  
non-filter tip--69% of cigarette

	Total asked this question "A" sample	Analyzed by Question 2:		
		Philip Morris (R & K)	Camel (R)	Chester- field (R & K)
Number of respondents	1693 (100%)	112 (100%)	368 (100%)	261 (100%)
	%	%	%	%
DON'T LIKE FILTER TIPS	26	31	26	28
Don't like filter tips (no further information)	16	16	17	21
Don't like filters--tasteless, too mild	6	8	5	4
Don't like filters--they draw too hard	2	4	2	2
Other (don't like filter tips)	3	4	3	2
INTERESTED IN FILTER TIPS	22	49	21	15
Would try it	17	38	16	11
Would try because it's Philip Morris; my brand; sometimes buy Philip Morris	2	7	2	2
Would try if they cost the same	*	-	1	-
Might try--though don't like Philip Morris regular	*	1	*	1
Other (interested in filter tips)	3	3	2	1
NO REACTION; INDIFFERENT	15	5	12	18
STILL WOULD SMOKE PRESENT BRAND	10	13	12	10
NOTHING--DON'T LIKE PHILIP MORRIS	10	-	11	11
WOULDN'T SMOKE THEM (NO FURTHER INFORMATION)	4	2	5	8
ALL OTHER	2	1	1	1
DON'T KNOW	16	7	15	17
NO ANSWER	4	1	4	4

1001252024

\*Less than

\*\*Percentages based on less than

Note: Group totals add to more than 100%, and sub-totals may add to more

to the present non-filter Philip Morris, what would your reaction be?

present regular brand is  
smokers in "A" sample

respondents whose present (regular non-filter tip) brand is:

Lucky Strike (R)	Old Gold (R & K)	Pall Mall (K)	Herbert Tareyton (K)	Other regular size	Other king size	No regular brand or don't know
301 (100%)	104 (100%)	323 (100%)	41** (100%)	70** (100%)	88** (100%)	25** (100%)
%	%	%	%	%	%	%
26 16	21 14	26 15	27 20	21 16	16 8	28 20
7	6	6	7	4	5	4
2	3	3	2	1	-	-
3	1	4	-	1	5	4
23 18	13 10	20 15	20 7	21 20	23 16	20 16
1 1	2 -	3 -	3 3	-	- 1	-
*	-	*	-	-	-	-
3	1	2	7	1	6	4
16	15	14	24	20	11	24
8	12	9	12	10	13	-
9	18	10	10	4	14	8
4	4	3	5	4	-	4
2	4	1	-	1	6	-
16	16	18	17	19	19	4
5	4	4	5	7	5	20

\*5 per cent

100 cases are often unreliable

than group totals because some respondents gave more than one answer.

1001252025

X9. If Philip Morris came out with a filter tip Philip Morris in addition to the present non-filter Philip Morris, what would your reaction be?

Asked of cigarette smokers whose present regular brand is non-filter tip--  
69% of cigarette smokers in "A" sample

	Total asked this question "A" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	1693 (100%)	1074 (100%)	618 (100%)
	%	%	%
DON'T LIKE FILTER TIPS	26	28	22
Don't like filter tips (no further information)	16	18	12
Don't like filters--tasteless, too mild	6	6	5
Don't like filters--they draw too hard	2	2	3
Other (don't like filter tips)	3	3	3
INTERESTED IN FILTER TIPS	22	21	22
Would try it	17	16	17
Would try because it's Philip Morris; my brand; sometimes smoke Philip Morris	2	2	3
Would try if they cost the same	*	*	*
Might try--though don't like Philip Morris regular	*	*	*
Other (interested in filter tips)	3	3	2
NO REACTION; INDIFFERENT	15	15	14
STILL WOULD SMOKE PRESENT BRAND	10	11	9
NOTHING--DON'T LIKE PHILIP MORRIS	10	9	11
WOULDN'T SMOKE THEM (NO FURTHER INFORMATION)	4	5	4
ALL OTHER	2	1	2
DON'T KNOW	16	14	19
NO ANSWER	4	4	4

\*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001252026

X9. If (regular brand) came out with a filter tip (regular brand) in addition to the present non-filter (regular brand), what would your reaction be?

Asked of cigarette smokers whose present regular brand is non-filter tip--  
69% of cigarette smokers in "B" sample

	Total asked this question "B" sample	Analyzed by respondents who are:	
		Male	Female
Number of respondents	1740 (100%)	1100 (100%)	638 (100%)
	%	%	%
DON'T LIKE FILTER TIPS	35	39	28
Don't like filter tips (no further information)	14	15	12
Filter tip cigarettes are tasteless, too mild	11	13	8
Filters are too hard to draw on	3	2	3
Filter tip cigarettes are not satisfying	3	3	2
My brand has a filter and I don't like it	2	2	2
Other (don't like filter tips)	4	5	3
INTERESTED IN FILTER TIPS	32	29	39
Would try it	24	21	29
Interested in filter tips; better for you; less nicotine	3	3	4
Would change if tasted like non-filter	3	3	3
Would change if filter drew more easily	*	-	*
Other (interested in filter tips)	3	2	3
WOULD STICK TO A NON-FILTER BRAND	16	19	11
WOULD TRY, BUT PROBABLY WOULDN'T LIKE THEM; GO BACK TO REGULAR BRAND	4	4	4
DON'T CARE ONE WAY OR THE OTHER	2	3	2
ALL OTHER	2	2	2
DON'T KNOW	10	8	11
NO ANSWER	7	6	9

\*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001252072

X9. If (regular brand) came out with a filter tip (regular brand) in addition

Asked of cigarette smokers whose  
non-filter tip--69% of cigarette

	Total asked this question "B" sample	Analyzed by Question 2:		
		Philip Morris (R & K)	Camel (R)	Chester- field (R & K)
Number of respondents	1740 (100%)	148 (100%)	348 (100%)	315 (100%)
	%	%	%	%
DON'T LIKE FILTER TIPS				
Don't like filter tips (no further information)	35 14	26 6	34 13	34 16
Filter tip cigarettes are tasteless, too mild	11	12	11	9
Filters are too hard to draw on	3	1	2	3
Filter tip cigarettes are not satisfying	3	4	2	3
My brand has a filter and I don't like it	2	1	2	1
Other (don't like filter tips)	4	4	4	5
INTERESTED IN FILTER TIPS	32 24	37 23	29 22	37 30
Would try it				
Interested in filter tips; better for you; less nicotine	3	6	2	3
Would change if tasted like non-filter	3	6	3	3
Would change if filter drew more easily	*	1	-	-
Other (interested in filter tips)	3	1	2	1
WOULD STICK TO A NON-FILTER BRAND	16	17	19	16
WOULD TRY, BUT PROBABLY WOULDN'T LIKE THEM; GO BACK TO REGULAR BRAND	4	5	5	3
DON'T CARE ONE WAY OR THE OTHER	2	2	1	3
ALL OTHER	2	1	2	*
DON'T KNOW	10	11	11	8
NO ANSWER	7	6	7	6

1001252078

\*Less than

\*\*Percentages based on less than

Note: Group totals add to more than 100%, and sub-totals may add to more

to the present non-filter (regular brand), what would your reaction be?

present regular brand is  
smokers in "B" sample

respondents whose present (regular non-filter tip) brand is:

Lucky Strike (R)	Old Gold (R & K)	Pall Mall (K)	Herbert Tareyton (K)	Other regular size	Other king size	No regular brand or don't know
340 (100%)	80** (100%)	308 (100%)	40** (100%)	58** (100%)	70** (100%)	33** (100%)
%	%	%	%	%	%	%
40	54	33	63	12	31	24
19	14	12	13	5	14	9
13	14	11	18	5	7	12
3	4	4	5	-	4	-
4	5	3	5	-	2	3
1	14	1	20	-	1	-
3	9	5	5	2	3	-
30	5	42	3	36	41	21
23	4	29	3	22	33	12
3	-	4	-	7	1	3
2	-	5	-	3	1	-
*	-	-	-	-	-	-
2	1	5	-	5	6	6
17	23	12	8	10	19	9
3	1	4	10	3	3	3
3	5	2	3	3	1	-
2	8	1	-	3	1	6
8	4	7	8	17	9	33
7	5	6	10	16	4	12

.5 per cent

100 cases are often unreliable.

than group totals because some respondents gave more than one answer.

1001752079

## X10. Why hasn't Philip Morris been one of the brands you tried recently?

Asked of non-filter-tip cigarette smokers who have recently tried a brand other than Philip Morris and are not Philip Morris smokers--48% of non-filter-tip cigarette smokers

	Number of respondents	Total asked this question	Analyzed by respondents who are:	
			Male	Female
			%	%
DISLIKE PHILIP MORRIS		32	32	33
Taste		21	21	22
Too strong	6	4	9	
Don't like the taste, flavor (no further information)	5	6	4	
Too mild, no taste	2	3	1	
Too sweet	2	1	2	
Too dry	2	2	1	
Don't like new taste, new blend	*	*	*	
Other (dislike the taste)	5	6	5	
Never cared for them, don't like them (no further information)	5	5	6	
Irritate throat, mouth; makes me cough	4	4	5	
Dislike the smell	2	1	3	
Don't like Philip Morris' advertising	*	*	*	
All other (dislike Philip Morris)	3	3	2	
SATISFIED WITH PRESENT BRAND; NO REASON TO CHANGE	10	9	11	
HABIT; BUY ONE BRAND	5	5	5	
JUST NEVER THINK OF THEM (NO FURTHER INFORMATION)	4	5	3	
HAVE SMOKED THEM, BUT NOT RECENTLY (NO FURTHER INFORMATION)	3	3	3	
NO REASON WHY HASN'T TRIED	3	2	3	
LIKE PRESENT BRAND BETTER THAN PHILIP MORRIS (HAVE TRIED PHILIP MORRIS)	3	2	3	
NEVER DID WANT TO TRY THEM (NO FURTHER INFORMATION)	1	2	1	
SPOUSE CHOOSES CIGARETTES	1	*	2	
ADVERTISING OF OTHER BRANDS IS EFFECTIVE; LACK OF PHILIP MORRIS ADVERTISING	*	*	-	
ALL OTHER	5	5	4	
DON'T KNOW	20	20	20	
NO ANSWER	15	15	16	

\*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

10011252080

**1001752081**

**DISTRIBUTION  
OF RESPONDENTS**

DISTRIBUTION OF RESPONDENTS

	Total sample	Analyzed by respondents who:	
		Smoke cigarettes	Do not smoke cigarettes
Number of respondents	9564 (100%)	4955 (100%)	4603 (100%)
Sex	%	%	%
Male	50	58	41
Female	50	42	59
Not recorded	*	*	*
Age			
18-24	15	17	13
25-34	23	27	18
35-49	29	33	25
50 and over	33	23	44
Not recorded	*	*	*
Economic Level			
A	5	5	6
B	15	15	14
C	47	48	46
D	32	32	33
Not recorded	1	*	1
Race			
White	90	89	91
Negro	9	10	8
Not recorded	1	1	1
Occupation			
Executive and professional	6	6	7
Small business proprietor	4	5	4
White collar	14	15	13
Personal service and protective	8	8	8
Factory labor	14	17	10
Non-factory labor	9	11	6
Farm proprietor	*	*	*
Farm labor	*	*	*
Housewife	32	26	39
Other	12	11	13
No answer	1	1	*

\*Less than .5 per cent

1001252082

DISTRIBUTION OF RESPONDENTS

	Total sample	Analyzed by respondents who: Smoke cigarettes	Do not smoke cigarettes
Number of respondents	9564 (100%)	4955 (100%)	4603 (100%)
Geographic Area	%	%	%
New England	8	7	8
Middle Atlantic	25	27	22
East North Central	22	22	22
West North Central	7	6	9
South Atlantic	11	13	9
East South Central	5	5	5
West South Central	8	8	9
Mountain	3	2	3
Pacific	11	10	13
Size of Place			
Over 1,000,000	18	19	17
250,000 to 1,000,000	21	21	23
100,000 to 250,000	13	13	12
25,000 to 100,000	20	20	20
2,500 to 25,000	28	27	28
Philip Morris Sales Regions			
#1 Northeast	25	26	24
#2 Central Atlantic	12	14	10
#3 Southeast	10	10	9
#4 East North Central	20	21	20
#5 West North Central	10	9	11
#6 West South Central	9	8	10
#7 Mountain and Pacific	14	12	16

1001752083

**1001752084**

1001752085